

ELECTRICAL MERCHANDISING WEEK

OCTOBER 23, 1961

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 93 NO 43

BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



...presstime

HEADING THE LINE outside Yankee Stadium for the World Series were a fan from Brooklyn and Sony's transistorized 8½-inch portable TV set, which an industry wag calls "America's most expensive impulse item." With battery, the set sells for \$280. Initial sales are running in the thousands, says Milton D. Thalberg, Sony VP, and supply is limited. But he won't discuss figures. Best estimate: Sony has shipped little over 3,000 units to the U.S. At posh Abercrombe & Fitch, buyer Lou Skinner said, "We're dropping competing portables because Sony is doing so well." Sony is going national with set backed by big ad campaign. ■

WHAT'S IN THE FUTURE for appliance improvements and servicing? How much does a homemaker actually spend doing the family wash? Are today's customers getting the most from their home laundry dollar? Answers to these and other questions

Continued on p3

How Mass Merchants Pick Sites p 4

What Ward's Plans For Spring p 8

Next From Japan: Latest Report p 37

More Special Appliance Models? p 38

VACUUM CLEANERS

AN EM WEEK EXCLUSIVE:

**SPECIFICATIONS
FOR 1962 LINES**

**BEDCOVERS
FRYPANS** p15

AUGUST

UP

51.9%

JULY

UP

30.2%

JUNE

UP

30.6%

EUREKA

RED HOT

SUMMER SALES

UP 40%

EUREKA is Red Hot...HOT...HOT!

Industry trended down; Eureka soared up! August sales up 51.9% over a year ago! Steepest sales climb in 50 years! Out-scorching the hottest months on record. Capped a 3-month climax. Closed June, July, and August 40% ahead of last year!

PRODUCT IS WHY!

A full scope floor care line that never stops making news. Here's the latest! New Eureka Princess! Light-weight. Loaded with power. Low priced to compete hard! (Retail only \$39.95.)



PROMOTION IS WHY!

Eureka promotion makes *every* season a Eureka selling season. New models to promote. New prices. New premiums. Eureka gives you plenty to sell. Gives customers plenty of reason to *buy*!

DEALER PROFIT IS WHY!

Honest dealer profit. No rigged deals. No tricky pricing. No loaded packages of merchandise you can't sell. Eureka dealers get a full step-up line of canisters, up-rights, polisher-scrubbers. Every model pays off in solid dealer profit.

Eureka Williams Company
Div. of National Union Electric Corp.
Bloomington, Illinois

GET THE LINE THAT'S GOT THE SALES POWER!

Eureka Williams Company

Bloomington, Illinois

I'd like to handle the hard-sell Eureka line. What's the story?

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

...presstime

will be forthcoming at the 15th National Home Laundry Conference, Oct. 26-27, Pick-Congress Hotel, Chicago. ■

HONORS FOR SENATOR BARRY GOLDWATER (R-Ariz.) will highlight the 51st convention of the National Retail Merchants Assn. in January. Goldwater is chairman of the board of a retail firm bearing his name in Phoenix, Ariz., and has long been a vigorous supporter of the retail industry. He will receive the NRMA Gold Medal Award. ■

MORE SHOWS FOR DISCOUNT OPERATORS are the result of a turnaway situation which is developing among exhibitors vying for space at the first Chicago mass merchandisers' trade show (Jan. 14-18, 1962). Additional shows: In Miami from April 2-4, in Chicago at same time as summer Housewares Show, in Los Angeles from July 30 to Aug. 1 and in Dallas at a time not yet determined. ■

APPROVAL OF TWO RECENT MOVES made by manufacturers was given by several New York area dealers interviewed by EM WEEK. Retailers said that the addition of a top loading, agitator washer to the 1962 Westinghouse line would fill a gap which had been costing the company many potential sales. The dealers also praised Hotpoint's

introduction of a 90-day "Written Guarantee of Satisfaction." The policy, claimed to be the first of its kind in the industry, allows a customer to return any newly purchased kitchen or laundry appliance within 90 days and receive a replacement at no extra cost. The guarantee supplements regular warranties and does not cover costs of disconnecting or reconnecting a unit. ■

EIA SEVEN MONTH PHONO FIGURES show factory sales of monaural sets through August (538,794 units) down 8.9% and stereo (1,549,579 units) down 19.5% from the same period last year. But August was a record month for this year—monaural sales were up 50.2% and stereo up 41.3% over July. ■

ON THE AGENDA FOR NEMA CONVENTION will be a review of the air conditioner certification program by U. V. Muscio of Fedders. The business session of the 35th annual meeting of the National Electrical Manufacturers Assn. will convene on Nov. 16 at the Plaza Hotel in New York City. ■

FIRST THIN-WALL CHEST FREEZER ever marketed, according to Hotpoint, appears in its 1962 line. Called Wonder Wall 24 (FK120C), the unit is built to fit same floor space as a conventional 20 cu. ft. model but is rated at 23.6 cu. ft. And in Hotpoint's refrigerator line, which includes eight combos and five no-frosters, rollers have been placed on nine of the 10 models. ■

N.Y. Is Fair-Trading: Will Your Area Be Next?

State fair trade acts are constitutional in 44 states.

Right now, attention is focused on New York City, where major appliance distributors and factory branches are invoking the state's Feld-Crawford act to stabilize pricing in that metropolitan area.

If you operate an appliance store in cities of the states which have constitutional acts, there's a good chance that your suppliers will follow suit, if the price situation warrants it. (EM WEEK advised dealers to watch for more fair trade on Sept. 18, p4.)

"New York," said Maurice Mermey, director of the Bureau of Education of Fair Trade, "is a pace-setter in that the reactivation there will give new zest and new hope to fair trading."

Mermey emphasized that the rash of fair trade programs in the city, and in nearby New Jersey and Connecticut, illustrates "the danger of declaring Mark Twain dead." ("The reports of my death are highly exaggerated.")

Mermey's bureau, is a non-profit organization, established under the auspices of the National Association

of Retail Druggists. The bureau is pushing strongly for a national fair trade bill.

Mermey stressed that a federal bill is necessary for the survival of the small dealer "who is tired of subsidizing the manufacturers' sales. More and more small people are hurting," he said.

"What we need, is for all supporters of fair trade to make themselves part of one great crusade. If we work hard enough we'll get fair trade in this country. It doesn't mean that the Congress is going to pass a bill tomorrow, but the only way we (the

proponents) will lose is if we stop fighting."

Fair trade is fully valid in 26 states. They are: Ala., Ariz., Cal., Conn., Del., Hawaii, Idaho, Ill., Md., Me., Mass., Miss., Nev., N.H., N.J., N.Y., N.C., N. Dak., Ohio, Pa., R.I., S. Dak., Tenn., Va., Wis., Wyo.

Fair Trade was weakened in 18 states. It is valid except for the "non-signer" clause. In these states each dealer must sign the agreement in order to make it binding on him: Ark., Colo., Fla., Ga., Ind., Iowa, Kan., Ky., La., Mich., Minn., Mont., N.M., Okla., Ore., S.C., Wash., W. Va.

Fair trade is invalid in Nebraska and Utah.

States which have never had a law on fair trade: Alaska, Mo., Tex., Vt.

Rundown On N.Y. Fair Trade

The announcement of a fair trade agreement for General Electric Laundry equipment, dishwashers and color television in the New York metropolitan area again raises the question: Is a fair trade agreement the only way to protect the average dealer against price-cutting in the nation's most competitive market?

The G-E move, an extension of its program on air conditioners started this summer, is one of a series to-

ward price stabilization by suppliers using the Feld-Crawford act in New York and similar legislation in New Jersey and Connecticut.

Westinghouse Appliance Sales entered fair trade last month on a number of television and stereo models, two electric ranges and a portable dishwasher. Henry Stein, WAS district manager, said, "Dealers love it." Look for WAS to extend its program to the whole 1962 line.

L&P Electric Co. has set up such a plan for Fedders air conditioning. Bruno, N.Y., has extended its program to three new Whirlpool laundry appliances. John Otter, Philco distributor, has had a plan on white goods and consumer electronics for over a year. Andrea Radio has one in New Jersey.

Other suppliers are watching fair trade closely but haven't made any announcements yet. Representatives

of Kelvinator, Frigidaire and Hotpoint told EM WEEK that they have no immediate plans to put any program into effect.

Harry Schecter, vice president, Zenith Radio Corp. of N.Y., said "Although we don't have anything planned for the immediate future, there are possibilities for the first of the year."

At Sylvania, there has been considerable conversation about it.

Bill Smith of Knickerbocker, Motorola distributor, said, "We've been fair-traded for three years, we're happy to see other people join us."

STRAIGHT FROM WASHINGTON

RIISING DEMAND FOR OLD APPLIANCES will continue over the next 40 years. That is the indication from a forecast of construction activity—between now and the year 2000—made by economists at the Commerce Department's Business and Defense Services Administration. Construction activity, they find, will nearly double by 1975 and more than double between then and 2000.

The rate of private residential construction is of prime concern of course, to sellers of appliances and home furnishings. Economists project this from \$22.5 billion in 1960 to \$45.5 billion in 1975 and \$74.2 billion in 2000. The larger percentage increase is expected in the next 14 years. To meet the demand for new households, government economists estimate that the rate of residential construction will have to be maintained at 1.5 million units a year through 1975 and must climb to 2.2 million units a year by 2000.

New non-farm housing starts now are running at an annual rate of 1.34 million units a year. ■

MORE LIBERAL TAX DEPRECIATION ALLOWANCES are in store for a number of industries in the next few months. Retail and service industries will be effected only indirectly, however. The Administration program is aimed chiefly at granting some tax relief to manufacturing industries which have been hurt by foreign competition and which need to modernize their equipment.

First move came last week when President Kennedy issued a directive permitting faster tax write-offs on production equipment in the hard-pressed textile industry. What this means is that the industry can for tax purposes write off machinery in, say, 15 years instead of 25 or 40 years. This serves as an incentive to the purchase of new modern equipment. The plan will be applied to other industries in the coming months. ■

CHANCES OF A FEDERAL FAIR TRADE LAW being approved by Congress next year still are quite slim. Chairman Oren Harris (D.-Ark.) of the House Commerce Committee aroused some interest in such a law recently with a speech before retail druggists. But the extent of his prediction was that chances for a fair trade bill next year depend on "conditions and circumstances existing at that time." He said the committee is likely to pay more attention to bills that would make loss-leader items an unfair method of competition and would give the Federal Trade Commission authority to issue temporary cease-and-desist orders while investigating a firm's business practices. ■

How Discounters

Mass merchandisers no longer rely on guesswork in deciding where to open new stores. Competition has forced them to develop scientific approaches. Here are some basic principles they frequently use.

As more and more discount houses crop up in cities and towns of all sizes across the country, the need for a more scientific approach to site selection has become more apparent. Choosing a market simply because it had a population of a certain size or a concentration of industry of a certain type is no longer an adequate method for the growing discount chains. As more markets become saturated with discount houses, the problem of selection will intensify. Last August, Richard Nelson, president of Real Estate Research Corp. laid down a number of basic principles discount operators should use in choosing new locations. Here they are with the way some of the larger chains have adapted them to their operations:

Analyze the type of customers you are after. Some discounters seek the lower income groups; others prefer to be recognized as discount department stores appealing to the middle and high income groups. The first type should seek a market where a significant portion of the population is in the below-average income group. Usually this type of outlet will be located in a warehouse or former manufacturing plant. With inexpensive fixtures and lowest-priced merchandise, the operator depends on fast turnover for his profit. The discount operator who wants to attract the higher income groups should locate near their homes or in a place where they traditionally shop.

Analyze the present population. Statistics have shown that most discount house business comes from within 10 miles of the location. As Nelson said, "Business that comes from a greater range will exist only temporarily in areas of large population before other discount houses have been established, or for longer periods in smaller cities which service a relatively populous and extensive surrounding countryside, because there are no large metropolitan areas nearby."

"It is important for a discount developer, who draws a larger percentage of his customers from more than five to 10 miles away, to protect himself from future competition by selecting a site which is close to a population base sufficiently large to support his operation."

Steps a discounter should take to find such a site include: Getting an accurate count of the population within a 10-mile radius of the proposed store site, obtaining an estimate of the income grouping of the proposed store site, obtaining an estimate of the income grouping of the families within the area and an estimate of the percentage of income the people in the area normally spend on the types of goods sold in the discount store. Then the discounter has an idea of what the total business in the area is.

No store, however sensational, can capture 100% of the total. A minimal rule to follow is that total spending by people in the trading area for the type of goods carried by the dis-

counter should be at least twice as much as the volume desired by the operator—preferably four times as large. Capturing 50% of a market is a remote possibility unless the area has just enough population to support one discount house, has none existing already, and has a very weak and obsolete downtown area.

Nelson also said, "Present spending in the area is not the sole criterion of what the spending will be after the discounter has arrived, since he will usually draw from a larger trading area. But an adequate present population-income base is absolutely essential for success."

Select a minimum size of each outlet. This step helps establish the sales image the discounter wishes to create. Today, discounters can still establish standard sizes according to the type of merchandise he carries and the size of the market he is servicing. These standard sizes vary from 30,000 square feet to 125,000 square feet or larger.

Nelson pointed out, however, that there is an imminent danger in the current method of selecting markets to fit the standard size store rather than fitting the store size to the market it serves. He said, "We expect a shake-out within the next three years from which will emerge combinations of store sizes. Units that are too large will find themselves cut off by intercepting competition, or if they are too small, they will be squeezed out by bigger rivals. Therefore, selection of the best-sized unit for proper merchandising is a critical step in location planning."

Determine growth potential. This is necessary to offset decreasing profit margin. "Since discount operators work on smaller margins," Nelson said, and rely on high volume to compensate for their low per-sale profit, increasing competition is going to jeopardize total profits. Locating in areas with good potential for population growth can provide some insurance against heightened competition. To obtain information about an area's future, developers should carefully study past population records, building permits and learn about plans for future highway construction."

Accessibility of a site within a market is becoming an increasingly important consideration. As more and more discounters move into a market, customers select the store most convenient to them. Low prices and adequate parking are no longer enough to guarantee sales. Here are four ways Nelson told discounters they could maximize accessibility:

- The site should be on at least one four-lane highway and preferably near the intersection of two or more. These roads should lead to large population concentrations.

- Sites should be chosen to take advantage of the altered traffic patterns federal highway programs will effect. Discounters who choose sites with convenient access to the new expressways will greatly extend their trading areas. However, many interchanges have such intricate traffic

Select Sites For Additional Outlets



patterns that the average housewife may get lost in them. The discounter should study the plans lest he locate in a site that is within plain sight of the customer yet is impossible for her to reach.

- The site should be visible for several blocks in all directions. If this is impossible, signs should direct traffic to the location.

- Parking areas should be four or five times as large as the size of the building. Discounters need more parking space than stores in conventional shopping area because a large percentage of their business is done in peak periods. Traffic jams during the pre-Christmas selling period have lost a lot of customers.

Check on other stores. Discounters should use attraction of other retail stores to increase traffic and lower costs. Locating next to a non-competitive store, such as a supermarket or a shopping center, enables the discounter to take advantage of the drawing power of the other merchants. Some discounters open several units at once in a market. The advantage of this system is a lower advertising cost per unit. Other discounters take advantage of the locations of existing retailers by opening across the street from them.

Check on potential competition. According to Nelson competition can be minimized by: Locating in an area that is surrounded on three sides by heavy population so that no future competitor can cut off a part of the market, locating where there are no vacant lots large enough for a competitor to slip in between the developer's store and the major clusters of competition or by tying up

such lots with options and locating far enough away from established competition to serve a new market.

Here are the ways successful discounters apply these principles to select new store sites.

E. J. Korvette's, New York City, operates a large chain of "discount department stores" in the metropolitan area. Recently, they acquired a site in midtown New York formerly occupied by W. J. Sloane, a high-quality furniture store. A spokesman for Korvette's said, "The acquisition of the Sloane store in its expensive location should convince the public that Korvette's is not a bargain-basement type operation but a place to obtain the highest quality products at reasonable prices. We would prefer to be known as a company that, because of its efficient operation, is able to pass savings on to the public."

Korvette's outlets are all within 250 miles of its central offices in Manhattan. Korvette's reason for restricting its expansion is the conviction that the people who have built the company are in New York and they are best qualified to operate it.

Vornado, Inc., formerly Two Guys From Harrison, is an expanding chain of discount houses operating from headquarters in Garfield, N.J. Since acquiring the A. O. Sutton Manufacturing Co., Vornado has sold its own line of housewares and appliances. In a speech before the new York Society of Security Analysts, Herbert Hubschman, president and chairman of the board of Vornado, disclosed that in 1959, about half of their total volume of \$76 million was accounted for by leased departments.

Since then, the company has purchased its largest lease. Now leased departments account for only 15% of Vornado's volume. Beginning in 1946 in a 3,000 sq. ft. selling area in New York City, then moving into a converted diner in Harrison, N.J. where he and his brother operated a catalog operation, Hubschman now heads an operation that has 16 units with 1½ million sq. ft. of floor selling area and an additional 600 thousand sq. ft. of warehouse space. In 1960, Vornado's sales volume was just under \$100 million.

Hubschman said, "most of our stores are located on property we own or on property which is subject to our option to purchase at no more than the price it was sold for. There isn't an acre we control that cost us over \$7,000. We would be willing to spend a minimum of \$40,000 an acre to replace any one location that would give us the corresponding amount of sales volume." Hubschman also said, about competition, "It is my feeling that some of the companies which intend to enter the discount-field—these range from old line city department stores to grocery and variety chains—are in for a rude awakening when they have to get down to the hard facts of discount merchandising. It is always wonderful to say, 'count me in, too' but I honestly feel that 14 years of hard-earned experience cannot be duplicated overnight."

When Vornado acquired Alfur Shops and Jaunty Dress Shops Inc., companies that operated leased apparel departments in 12 of the 16 Vornado outlets, it also acquired an outlet in Savannah, Ga. Except for this store, all of Vornado's outlets are near their central warehouse

in Garfield. Central warehousing is an important key to Vornado's success. Hubschman said, "Nothing in excess of 10% of our selling space is applied to warehousing at the point of sale. This gives us an advantage over competition. Highly seasonable merchandise can be delivered within three to four hours. In one store at Christmas, we started with a basic inventory of \$149,000 retail. This was Friday night, midnight. Our sales the next day amounted to \$49,000—almost one-third of the inventory. Night crews worked from 10 p.m. to 8 a.m. restocking the shelves with goods direct from the warehouse. On Sunday, we sold \$45,000. We replaced the stock to do \$18,000 on Monday. Now this is what we call discount selling and it's tied to a central warehousing facility."

Towers Marts, Inc. operates 21 large discount stores along the East Coast and in Canada. All of their departments are leased. Here is what a Towers spokesman said about their expansion policies.

- "We don't beat our heads against established competition. We feel there are still untapped markets in this country and we know there are in Canada."

- "We try to open a cluster of stores in a market. This not only gives us greater impact at the opening but makes advertising, necessary to sustain traffic after the opening, less expensive on a per-store basis."

- "We have financial backing that others may not have, and just as important, we have a background in retailing. A lot of real estate and other type operators trying to get in the discount business are not going to make it."



THE PROMPTER, ONLY 7 $\frac{1}{4}$ " HIGH, 9 $\frac{1}{4}$ " WIDE, 11 $\frac{1}{4}$ " DEEP, 13 $\frac{1}{4}$ POUNDS LIGHT!

RCA VICTOR announces the most amazing High-Fidelity recorder since the invention of the tape cartridge! ONLY \$99⁹⁵!



Wonderfully Compact! Weighs less than 14 pounds!

Now! An all-new RCA VICTOR portable tape cartridge recorder-player! The easy-to-use "Prompter" is so compact it weighs less than many portable typewriters. Best of all, it's priced to sell on sight (and sound) from only \$99.95!

Compare these unique features!

One-Step Cartridge Loading! Just drop in the tape cartridge and start playing or recording. Blank cartridges are readily available.

Records up to two hours of high-fidelity—up to four hours of normal conversation. Dual-speed selector lets you choose 3 $\frac{3}{4}$ inches per second for high-fidelity, direct electrical re-

cording, or 1 $\frac{1}{2}$ inches for extra-long playing of good-quality voice recording.

A quality tape recorder engineered for top performance! Frequency response from preamplifier: 50-15,000 at 3 $\frac{3}{4}$ per second.

Easy-to-operate controls! One knob for rewind, stop or play; a one-position control for record; simple dual-position switch lets you select sound track easily.

Complete recording and playback facilities make it ideal as a tape deck. Full set of plug-in jacks for recording for home use and playback through properly equipped hi-fi, TV or radio sets. Internal speaker cut-off switch shuts off the recorder's speaker when playing back through supplementary system. Microphone jack for candid recording.

Makes finer quality recordings! Neon level indicator helps make more distortion-free, clearer sounding recordings.

RCA Victor "Golden Throat" brilliance and realism! 3" x 5" electrodynamic speaker is precisely balanced with amplifier and cabinet for richer, fuller tone.

Sensitive ceramic microphone! Permits high-quality recording of events in sound as they actually happen. A compact microphone holder with cord storage fits easily inside the lid.

Spring-loaded handle! Makes this truly portable recorder even easier to carry.

Erase-proof interlock! Prevents tape breakage; keeps tape from coming loose from reels.

Automatic tape stop! Stops tape and shuts off motor at end of tape.

Plays reel to reel! A simple optional attachment accommodates 3 inch reels for reel to reel use.

SEE WALT DISNEY'S "WONDERFUL WORLD OF COLOR," EVERY SUNDAY, NBC-TV NETWORK



The Most Trusted Name in Sound

Nationally advertised list prices shown, optional with dealer. Prices, specifications subject to change. TMK(S)®

Watch for further news about other RCA Victor tape cartridge models, including stereo.

ELECTRICAL MERCHANDISING WEEK

Top Catalog Houses Set Winter Prices

The nation's heavy hitters in the catalog business, Sears, Montgomery Ward, Spiegel and Alden, are out with their Christmas catalogs—and swinging hard at the winter market with some low consumer electronics prices. Here's what their price line-up looks like:

TELEVISION—Sears kicks off with a \$136.95, 19-inch portable with a handle, steps to \$154.95 and \$174.95, then brings in a 19-inch with remote for \$184.95. First 23-inch comes in at \$183.90—and Sears throws in a legged base. Then a 23-inch lowboy console is in at \$209.95. Top is a console with hardwood veneers for \$239.95.

• Wards has a 19-inch portable with a stand for \$139.89. (All Ward's prices quoted are from the Chicago catalog. There may be slight differences in other markets.) Next in the line is a 19-inch for \$167.95. A 23-inch console is shown for \$174.89 or \$184.89, depending on finish. (A \$10 price cut from the fall catalog.) Top is a 23-inch AM-FM stereo phono combo for \$429.50.

• Spiegel shows a 19-inch G-E portable for \$154.75 and a G-E 21-inch lowboy console color set in hardwoods for \$549.88.

• Alden has a Delmonico 19-inch for \$139.95. A Muntz 23-inch combo with AM and automatic stereo phono is in at \$269.95. Top end at \$299.95 retail is an AM-FM, stereo phono, 21-inch combo.

PORTABLE PHONOS—Sears low-end manual monaural starts the line at \$16.50. A twin speaker manual monaural comes in at \$28.75, then \$28.95 buys a single speaker manual monaural plus 10 records and a stand. First automatic is a monaural for \$39.75 and top-of-the-line is an automatic monaural with two speakers for \$49.75.

• Wards shows a 4-speed all-manual monaural for \$18.50. Stereo comes in at \$54.95 for an automatic. Next models are a \$67.88 stereo automatic and a step-up model for \$94.95. Line tops out with a stereo AM-FM portable combo for \$134.95. One console, new for Christmas: Six speakers, AM-FM, stereo phono for \$198.95.

• Spiegel has a 4-speed manual monaural for \$18.74 (\$28.75 with a stand and 25 45 rpm records). Stereo is in for \$49.90 with an auto-changer and \$59.90 gets an automatic monaural with AM radio. Consoles: \$99.88 for a stereo phono, \$179.09 for AM-FM-stereo and stereo phono. Spiegel also has four Westinghouse models: A 4-speed manual monaural for \$22.78, an automatic monaural for \$39.90, a \$69.90 bat-wing automatic stereo and a top-end stereo for \$109.90.

• Aldens shows a Symphonic 4-speed monaural manual with two speakers for \$24.95. Automatic monaural is in at \$49.95 for a Dynavox with a VM changer. A step to \$39.95 gets a Webcor 4-speed auto monaural and \$59.95 buys a Symphonic AM-automatic phono combo. Stereo comes in at \$64.95 for a Webcor with auto

changer, steps to a Symphonic with bat-wings for \$79.95, tops with a Webcor for \$109.95. There is one console, \$199.95 for AM-FM-stereo plus stereo phono.

TUBE TABLE RADIOS—Sears has three AM's for \$13.95, \$18.95 and \$28.95. FM starts with a \$28.95 AM-FM model, goes to an AM-FM for \$47.95. There are three AM clock radios, for \$14.75, \$24.50 and \$33.95, and one AM-FM clock radio for \$57.95.

• Ward's starts their AM's at \$13.95, have four steps: \$17.95, \$24.95, \$26.95 for twin speakers, and \$29.95. FM-AM starts at \$38.95, goes to \$58.95. Clock radios, all AM, start at \$18.95. Next steps are \$23.95, \$28.95, \$31.95, \$32.95 and top is \$38.95.

• Spiegel has three Westinghouse models: a \$12.95 AM, an AM-FM for \$49.90 and an AM, SW and marine band for \$79.90, and two G-E clock radios which go for \$18.88 and \$34.90.

• Aldens shows AM starting at \$9.50. Next step is an Admiral AM for \$11.95, then a G-E for \$15.95. Top AM is an Admiral for \$29.95. FM starts with a \$29.88 AM-FM import. There's a G-E FM-only for \$29.95 and an Admiral AM-FM for \$39.95. Clock radios, divided between G-E and Admiral, start with Admiral at \$17.95 and end with G-E at \$34.95.

TRANSISTOR RADIOS—Sears shows a big assortment, starts pocket models with a 5-transistor unit for \$13.75. First 6-transistor pocket model is \$15.95, top is \$18.95 with case and earphone. Larger portables start at \$16.95 for a 5-transistor AM model. There are two 7-transistor AM portables for \$28.95, then an 8-transistor AM for \$37.95. Multiple bands start with an 8-transistor (AM-SW) for \$32.95, go to an 8-transistor 3-band for \$47.95 and an AM-FM 10-transistor model for \$57.95.

• Ward's has two shirt-pocket sixes for \$19.95 (their brand) and \$19.95 (Japanese). There's a 10-transistor AM for \$26.95, a 7-transistor AM-SW for \$31.95, and an 8-transistor AM for \$33.95. A 9-transistor AM-FM goes for \$58.95, and a 9-transistor AM-SW for \$49.95.

• Spiegel shows two sixes, a \$14.88 model and a G-E for \$19.88. There's also a Toshiba six for \$19.88, and the rest of the line is all Toshiba: A 7-transistor AM-SW pocket model for \$29.88 and an 8-transistor pocket model for \$34.88. Larger Toshiba portables are an 8-transistor AM for \$38.88 and a 10-transistor AM-FM for \$79.97.

• Aldens, with a big array, starts with a 2-transistor toy for \$9.95. Their sixes start at \$14.88, include a G-E for \$19.95 and an Admiral for \$24.95. There are four other pocket sizes with 7, 8 and 9 transistors running from \$18.88 to \$49.95 for an AM-SW model. Larger portables, four in number, run from a \$29.95 AM 10-transistor unit to a \$74.95 AM-FM-SW 11-transistor import.

APPLIANCE-TV

THE EFFECT OF KELVINATOR'S POLICY against annual model changes was revealed by Homer L. Travis, company vice president. "Since the program was started two years ago," he said, "Kelvinator has enjoyed a steadily declining rate of service calls on all appliances," improved quality and increased sales. ■

IS IT IMPOSSIBLE TO GRIND BONES in a food disposer? Not any more, according to Waste King Corp. which has introduced a disposer designed to do just that. The new model is called the Universal Imperial Hush, was built to retail for \$129.95. ■

THE 1962 NARDA BLUE BOOKS ARE READY FOR DISTRIBUTION. Both the Home Appliance and the TV Blue Book contain model numbers, list prices, brief descriptions and suggested trade-in allowances, the last based on extensive market surveys. Dealers who are not NARDA members may order copies from Napco, Inc., 5005 McKenna Rd., Madison, Wis. Unit prices are: \$7.50 for the Home Appliance book, \$5.00 for the TV book and \$11.00 for the pair. Quantity prices on request. ■

ANOTHER NEW TAPE CARTRIDGE is being developed by Philips Eindhoven of The Netherlands, but the system is at least a year away from the market. The company says it has licked the tape problem, but is still working on reducing the size of the apparatus. What Philips wants is a pushbutton cigarette-size system which will play two hours of music. ■

SING ALONG WITH . . . ANYONE, says Admiral, introducing a drop-in portable stereo phono (Y4261) with a microphone and "sing-along" jack which lets you play a record through one speaker and sing through the other. Also dropped in: A \$69.95 stereo portable (Y4279) with volume control for each channel and a stereo console (Y4418) exactly the same as model Y4419 except for an antique white finish. AM-FM, phono, 8 speakers and reverb for \$750. ■

TOO MANY HOME FURNISHINGS SHOWS make for poor attendance at each one. This seems to be the reason behind Chicago's Merchandise and American Furniture Mart's \$100,000 combined appropriation to promote the International Home Furnishings Market, Jan. 8-17.

"This is the first time in history," said W. O. Ollman, general manager of the Merchandise Mart, "that we've joined forces in a national promotion campaign."

Frank S. Whiting, American's president, added that "it isn't necessary for some 41 home furnishings shows to operate today. In our two buildings with total display space in excess of 6 million sq. ft., the buyer can pick from among 5,000 items in one trip." ■

Here Are Montgomery Ward's Advertising Plans

The promotional plans of Montgomery Ward & Co. for the spring selling season have two primary objectives: To insure a 5% sales increase on a company-wide basis and to help insure that the new-store group will contribute a 13% increase to the company. To reach these two objectives, the big mail-order chain plans to continue improvements developed during 1961, make six improvements in its basic merchandising plan and add five "plus programs" to its key-city promotions.

Though Ward's has been known to make last minute changes in its merchandising plans, here's what the company has in the works—as of now—for 1962.

Promotions will continue to be built around key departments during appropriate seasons. Ads will display a feature item in a dominant position and related merchandise will be grouped around it. The company hopes to continue improving the balance between sharply priced merchandise and better mark-up items in its advertising. All ads will have a strong promotional look and will be aimed strictly at increasing traffic.

The six major improvements that Ward's hopes to build into its basic merchandising program include: (1) Organizing promotions into basic merchandise families; (2) forming three separate key-city programs; (3) improving accrual-fund programs; (4) putting more emphasis on climatic differences; (5) designing a new traffic program and (6) putting more stress on its high-profit departments.

Key-city stores are scheduled to run separate and distinct advertising programs for 15 merchandise groups (or families) during the spring months. Special "package" programs have been designed by the company to exploit each group.

Three new programs are designed to give key-

city stores added flexibility—within each merchandise family—to run ads whose size best fits a store's budget and market opportunity. In addition, all key-city stores will be placed on a basic mandatory advertising program next year.

Improved accrual-fund programs—designed to place extra promotional effort behind lines considered vital to extra sales and profits—are scheduled for next year. The amount of accrual support that will be available to any given store will vary according to the store's need and opportunity in the market.

Ward's plans to put additional stress on climatic differences this year by enlarging the amount of alternate merchandise—by merchandise family—in its basic program for Northern and Southern stores. Timing of advertising for these stores will vary from the basic plan according to the climate.

Each merchandise department—housewares, major appliances, lawn and garden equipment and others—will be assigned a day (or days) next spring to organize a promotion which will pull in traffic on a store-wide basis.

The promotional program for the spring months is scheduled to give added emphasis and advertising space to the company's 13 high-profit departments. Specific ads for these departments will be developed on a monthly basis.

Five "plus programs" will be added to the basic key-city promotions. The programs are designed to quicken the tempo of the entire promotional plan, enable key city stores to hit their competition hard in item areas and permit the company to move in fast on promotional opportunities that may arise.

The "plus programs" include 44 or more half-page, impact-item ads: special half-page ads on fashions; 20 half-page plus ads to promote the 13 high-profit departments (they'll be phased

throughout the season according to peak demand periods) and special advertising support for problem stores. The special ads for problem stores will be over and above their normal basic advertising and participation in the plus programs. The special ads will be timed and merchandised to draw in maximum traffic.

Credit promotions by Ward's during the spring months will include time-payment mailers, a premium offer and special efforts aimed at active and dormant accounts.

The 12-page (tabloid) "money-saver" mailers will be aimed at producing a high concentration of traffic within two-day periods. Though they are usually run only by stores having an annual volume of \$1 million or more, other stores in the chain will be able to use them this year—with regional approval. Ward's current plans call for using the mailers between Feb. 15 and 21; April 12 and 18; May 10 and 16; and June 21 and 27.

A free premium offer is scheduled to be run in June.

Stores will offer free merchandise to customers who open new accounts or reactivate old ones with a purchase of \$20 or more. A self-mailing folder will be used to spread word of the promotion to Ward's customers.

Ward's will use three mailings—Feb. 1-7; April 5-11; and July 5-11—to reach dormant accounts. Each mailer will be designed to offer one item at a price attractive enough to induce customers to reopen their inactive accounts. A mailing for active accounts (March 8-14) will contain seven to ten special coupon offers.

In addition to the mailers, all stores in the chain have been instructed to promote credit every day and every week. "Promote credit in newspaper, radio and TV advertising and talk credit on the sales floor." That's the word which has gone out to every store in the chain.

EM WEEK REPORTS ON

HOUSEWARES

GENERAL ELECTRIC'S 1962 FAN PROGRAM was announced last week by J. B. Brawley, product manager for the home care and comfort products department. The basis elements in next year's fan marketing and merchandising program are: A new all-purpose fan (model A103) with a suggested retail price tag of \$14.95; a dating plan, warehousing allowance; consumer advertising and new suggested list prices on the model A2, all-purpose fan, at \$27.95 (formerly \$29.95) and the W9, reversible 20-inch window fan, at \$44.95 (formerly \$49.95).

KING-SEELY THERMOS CO. HAS DROPPED FANS. Officials of the Ann Arbor, Mich., company cited the "declining" fan market as the basis for the company's decision to liquidate its fan inventories.

THE 36TH NHMA NATIONAL HOUSEWARES EXHIBIT will be held in Chicago's McCormick Place Jan. 15 through 19, with every available foot of space on the two levels again assigned to more than 900 exhibitors, according to Dolph Zapfel, NHMA secretary. "Again," Zapfel explained, "we needed at least 500 more booths than can

possibly be installed in the available areas of McCormick Place to take care of requests received by the Oct. 1 deadline for space applications."

A NEW KIND OF FOOD WARMER—The Everglo Infrared Food Warmer—has been introduced by Valor Enterprises, Hazel Park, Mich. The new unit uses infrared energy to keep food warm for hours, according to the company. It claims foods are kept oven-warm, and retain their moisture, color and flavor for hours. Unlike other food warmers that are placed under the food to keep it warm, the Everglo unit is placed over the food and the heat flows down over it. The vinyl-clad unit is available in six decorator colors and carries a suggested retail price of \$19.95.

A NEW LADY CASCO DEMONSTRATION CENTER is being offered to franchised department stores throughout the country to demonstrate and merchandise the Lady Casco line. Equipped with three electrical outlets, refuse disposal containers, Formica counter top and storage drawers, the center is manned by demonstration girls who explain the line to consumers. The unit is designed to fit the standard department store module.

And Sales Promotion Calendar For Next Year

FEBRUARY

THURS 1	FRI 2	SAT 3	SUN 4	MON 5	TUES 6	WED 7
Appliance Pink Ribbon Sale						
8	9	10	11	12	13	14
Appliances			Valentine gifts Proof of Appliance Values "Sweetheart" appliance specials Water heaters			
15	16	17	18	19	20	21
Proof of Appliance Values Lawn mowers			Water heaters			
22	23	24	25	26	27	28
Washington's Birthday Sale			Appliances Water heaters			

MARCH

THURS 1	FRI 2	SAT 3	SUN 4	MON 5	TUES 6	WED 7
Appliance Bargain Carnival Home fix-it			Appliance Bargain Carnival Water heaters			
8	9	10	11	12	13	14
Appliance Bargain Carnival Kitchen Festival Lawn care			Special March Circular Suburbia Furnishings Week Water heaters			
15	16	17	18	19	20	21
Special March Circular Spring fix up			Appliances: \$99-\$149-\$199			
22	23	24	25	26	27	28
Appliance Bonus Days (premium) Lawn Care			Appliance Bonus Days (premium) Water heaters Cleaning Week			
29	30	31				
Appliance Bonus Days (premium) Cleaning Week						

APRIL

THURS	FRI	SAT	SUN 1	MON 2	TUES 3	WED 4
			Water Heaters			
5	6	7	8	9	10	11
Easter Circular Appliances Tiller Sale			Appliances; Shower of Savings Water Heaters			
12	13	14	15	16	17	18
Easter Appliance Sales Spring Lawn Mowers			Water Heaters			
19	20	21	22	23	24	25
Appliance Specials			Water Heaters			
26	27	28	29	30		
			Water Heaters			

MAY

THURS	FRI	SAT	SUN	MON	TUES 1	WED 2
					Water Heaters	
3	4	5	6	7	8	9
			Appliance Gifts Water Heaters Mother's Day Gift Ideas			
10	11	12	13	14	15	16
Mother's Day Gifts Mower Trade-In			Semi-Annual Cookware Sale			
17	18	19	20	21	22	23
Lawn & Garden			May Appliance Specials Water Heaters			
24	25	26	27	28	29	30
Appliance Specials			Holiday Specials Water Heaters			

JUNE

THURS 31	FRI 1	SAT 2	SUN 3	MON 4	TUES 5	WED 6
Lawn Mowers (cont. from May)			Premium offer for new credit customers Appliances Water Heaters			
7	8	9	10	11	12	13
Premium offer for new credit customers Summer Fix Up			Father's Day gift ideas Appliances			
14	15	16	17	18	19	20
June Values Circular Father's Day promotion			Fan week & family pool sale Water heaters			
21	22	23	24	25	26	27
\$177 appliances Cooling			Water heaters Cooling			
28	29	30				
Cooling						

JULY

THURS	FRI	SAT	SUN 1	MON 2	TUES 3	WED 4
			Water heaters			
5	6	7	8	9	10	11
Fans			Water heaters			
12	13	14	15	16	17	18
Outdoor Living Specials Garden Shop			July Appliance Jamboree			
19	20	21	22	23	24	25
July Appliance Jamboree			Water heaters			
26	27	28	29	30	31	
Summer sale-patio needs			Water heaters			



Adams: "Practical"

Jack Adams, *Mart* magazine says, "Although this isn't the first book of its kind by a manufacturer, it's one of the most practical. It's the sort of thing this industry needs for new vitality and growth."

Lifshey: "Authoritative"

Earl Lifshey, *Home Furnishings Daily* says, "Each section is crammed with essential information from many authoritative sources—all designed to help dealers who really want to do a more profitable job."

Wray: "Basic"

Lawrence Wray, *Electrical Merchandising Week* says, "Successful appliance retailing depends on sound business management. And this basic guide shows how it can be tailored to any size appliance operation."

INDUSTRY SPOKESMEN DISCUSS

A NEW TOOL FOR BETTER APPLIANCE-TV RETAILING



These industry spokesmen are talking about the "Guide to Better Appliance-TV Retailing." This new reference guide is filled with thousands of tested and proved ideas from highly successful retail operations—on all phases of the appliance business. Special emphasis is given to vitally important business management and control methods. It's another addition to the

Subjects covered in this new guide:

Budgeting for a Profit—Techniques of sales and gross profit forecasting. Expense budgeting. **Buying and Merchandising**—What, when, and how much to buy. Margin and mark-up. Term buying. **Advertising**—How suc-

cessful dealers plan to get results. Examples of good retail advertising. **Plus Chapters on** Sales Personnel and Training, Service, The Appliance and TV Market, Accounting, Credit and Collections, Store Layout and Display,

only franchise in the industry that gives retailers a dealer council, price and service protection policies guaranteed in writing, and a pledge that promotes a closer relationship between manufacturer and dealer. For full details, see your Westinghouse Distributor, or write Dealer Development Department, Mansfield, Ohio. Remember, *you can be sure... if it's Westinghouse.*

Trade-ins, Appraising, Reconditioning, Store Location, and the Westinghouse Credit Corporation. Additional material and information will be added periodically to keep the new "Guide to Better Appliance-TV Retailing" current.



Westinghouse

ELECTRICAL MERCHANDISING WEEK

MARKET REPORTS

MIDWEST . . . ST. LOUIS—The market was in a healthy state for fall selling, distributors and dealers said. At the wholesale level, sales executives were more than usually optimistic. Only complaint was slow deliveries from factories on certain lines such as G-E color TV; G-E's new Model 7C469-V, 18.8 cu. ft. combo refrigerator-freezer and Admiral's new 27-inch bonded console TV. Zenith dealers were anxiously waiting for the new color TV line and predicting good response from early dealer interest.

At the retail level, optimism was more cautious—but there was a firm belief that business would be better. Russell Savage, St. Louis district manager for Sears, Roebuck, reported, "September sales were 10% over September of 1960 across-the-board in major appliances. I'm optimistic for the fall."

George Knittel, owner of Acme Appliance Co., a leading Northwest St. Louis County G-E dealer said: "Business is fair. We are just getting the new color sets and, from the customer interest, we should do a good selling job this year, providing we can get enough sets from the factory."

Sam Singer, of Schweig-Engel, who handles Zenith, Magnavox, Philco, RCA, and Frigidaire products said: "We are getting an increasing interest in television—an interest we haven't had in some time. White goods have been slow, but we had a good air conditioning year. Our volume is running about the same as last year."

Most retailers were expressing little interest in traffic appliances.

A Frigidaire dealer said June, July and August sales held up well and prospects more encouraging. "September would have been good except we didn't have enough stock." Two retailers, Ralph Crancer, who operates the Southside Radio & Furniture store, and Sol Kaplan, who heads Tipton Electric Co., reported business had been good except for a brief seasonal lull at the end of September. Both expect a big spurt in color TV this season.

"Our TV sales have been up 40% this year and we look forward to a real color season," said Crancer.

Commenting on stereo, Kaplan said, "The industry has consumers so confused they don't know what they are buying or what they want. Multiplex is even worse. We are trying to sell a product for which there are no stations as yet to create a demand."

WEST COAST . . . SEATTLE—October will be the best tenth month in recent years if the first two weeks were an accurate barometer.

Appliance, TV and housewares sales at the Bon Marche department store, boosted by the Bon's oft-repeated declaration that it will not be undersold, took only 12 days to reach close to the total for the entire month last year. Buyer Walt Sprague was expecting the month to wind up 100% over the same period in 1960. Refrigerators and laundry equipment were exceptional and TV also was active.

Increases were by no means confined to the downtown area. Gerke's,

Inc., in the middle-class Ballard district, was settling down to a normal October after a September anniversary sale 10% better than last year. At the opposite end of town, Fred Egge of Ware & Hosey found October up 10% over a year ago, largely because of laundry equipment and refrigerators. Egge closed his books for the fiscal year ended Sept. 30 with a 2% increase over the previous 12 months.

NORTHWEST . . . BUTTE—Gleason's handling the Philco line, started business on Sept. 1. Ben Edwards, formerly in the appliance department of Burr's (now closed), was managing the business. Laundry equipment was the best seller with washers outdistancing dryers. Over-all business was reported better now than in the first two weeks of operation.

Both Ossello's (G-E and Admiral dealer) and Radio Engineering and Service indicated that TV was their best seller. Ossello's was advertising in all media. Stressing the advantages of portable television for World Series viewing increased sales. Admiral combination radio-TV-phonographs have moved well.

General dealer opinion was that prices were softening and that volume was about the same as last year, although Ossello's reported a "substantial" increase.

George Steele & Co. reported a business pickup in heating equipment and gas ranges with attached heaters. Steele handles Lennox equipment and Vernois gas ranges.

Treasure State Gas & Electric Co. of Butte has been named exclusive distributor in the Montana area for the Ling-Temco dishwasher.

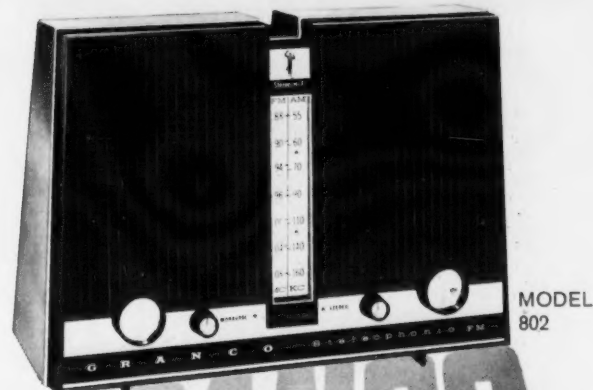
SOUTH . . . NASHVILLE—An upturn of varying degrees in the appliance business here was reported this week by spokesmen for three large Nashville department stores. In addition, an increase in appliance sales also was shown in a report of major appliance sales in Nashville and Davidson County, compiled by the Nashville Electric Service.

Spokesmen for Harvey's Cain-Sloan and Sears-Roebuck said their business was up, especially in the past two months.

"We've had a definite uptrend in laundry equipment, ranges, and stereos," said James Tyree, manager of the appliance department at Harvey's. "Giving \$20 off the sale price on clothes dryers through the Nashville Electric Service in Davidson County," he said, "has had something to do with our sales increase." John Sloan, vice president of Cain-Sloan, said he did not have specific figures at hand, but "our appliance business has been up some—not too much—over last year."

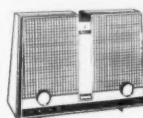
"Stereo, television, and hi-fi are picking up because people are moving inside for the season. Instead of going out on the lake to water ski, they're staying home." He said Sears' deferred payment plan is attracting a lot of appliance buyers.

In a report on sales of ranges, water heaters, refrigerators, food freezers, and clothes dryers, total sales on all units dropped 1,251 units—from 18,833 to 17,582—in the first eight months of 1961 compared with 1960.



GRANCO STEREO FM

BY **Emerson Radio**



Model SC-5 Twin Speaker Stereo Companion perfectly matched to Model 802 . . . \$34.95*

complete facts on the Granco Stereophonic line, WRITE, WIRE, OR PHONE YOUR GRANCO DISTRIBUTOR TODAY!

\$59.95*

*SUGGESTED LIST PRICES SLIGHTLY HIGHER IN SOME AREAS.



GRANCO

America's Leading Specialist in Stereophonic FM
Division of Emerson Radio Inc. 680 FIFTH AVENUE, NEW YORK 19, N. Y.

**MORE DEALERS BUY AND READ
ELECTRICAL MERCHANDISING WEEK
THAN ANY OTHER
APPLIANCE PUBLICATION**


EVERY MONDAY THE PROS READ

**ELECTRICAL
MERCHANDISING WEEK**



YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

THIS IS HOW RED INK CHANGES TO BLACK



Recently an RCA WHIRLPOOL appliance dealer had a problem: His once-profitable service department was operating at a loss. A Whirlpool business management analyst recommended a departmental reorganization which cut the staff by three, with no decrease in volume handled. The service department is now operating in the black. Another dealer learned that he could put trade-ins on a paying basis. Still another discovered that a shortage of working capital was the source of his troubles. A loan from the Small Business Administration put him over the hump. These are just three examples of the way the Whirlpool Retail Profit Management program is showing appliance dealers the way to more business-like, profitable operation through analysis and creative recommendations. Our growing files contain many success stories like these. Contact your RCA WHIRLPOOL distributor and investigate how you, too, can profit from this program.



ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

YOUR personal BUSINESS

The hunter or the hunted—which will you be this fall? As hunting seasons get under way this month, millions of sportsmen will head for the yellowed fields and autumn-tinted woods of open country. Armed with shotguns and rifles, many will be successful in their quest for good sport and handsome quarry. Others, though, will trigger tragic results. If you're one of those who handles firearms carelessly, you may be in open season for the "hunter" who has no bag limit—tragedy. As you get your gun out for the season, are you going to be stalked by carelessness and let disregard for safety lead to an accident?

- For the sportsman, accidents are never out of range. You're undoubtedly aware of the common precautions necessary when it comes to guns. Through safety campaigns, you know the dangers of handling weapons negligently. But no matter how cautious you may be, an accident can still sneak up on you. You may not be the victim, but be sure you're not a target for panic either. Here are five things to keep in mind if a hunting accident occurs and emergency strikes:

- If the shot has penetrated the chest, apply a thick, snug bandage to keep air from escaping. Be sure the victim is quiet and lying down.

- Check for broken bones and immobilize any fracture. Improvise a stretcher for removal of the victim, which should be done with great care to avoid further injury.

- Speed is important in getting to a doctor in cases of chest or facial injury and in urinary tract damage. Otherwise the urgency is not so great and gentle removal is worthwhile.

- Don't bypass the local physician in favor of moving the victim to a distant hospital or larger center. Rural doctors are experienced in dealing with such accidents, often more so than many metropolitan physicians.

- Injury caused by a BB gun can be more serious than it seems. If the shot is imbedded, a doctor should be consulted and an X-ray taken. In some cases a tetanus shot is necessary.

▲ ▲ ▲

Have you received material benefit for a contribution to a charitable organization? When it comes to the deductibility of such a donation, you may deduct only that amount which exceeds the market value of the benefit received. For example, if you made a gift to an organization in the amount of \$2,550 and in return received an all-expense trip to the Caribbean valued at \$1,550, you'd be entitled to a deduction of only \$1,000. A charitable contribution is fully deductible only if it is made without any consideration or benefit coming to the donor.

▲ ▲ ▲

Will flu floor you and your family this fall? According to the U.S. Public Health Service, an upswing in the influenza cycle is likely to strike during the fall and winter. In light of the expected outbreak, the U.S. Public Health Service has reported the following:

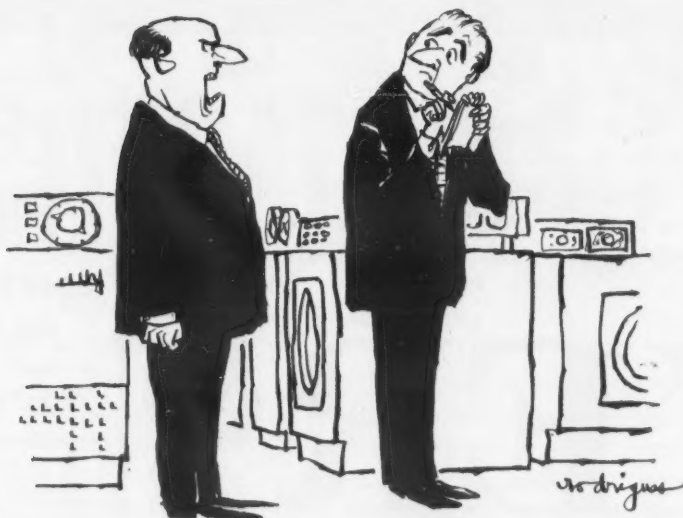
- Certain persons are in more danger than others and should consult their doctors about immediate vaccinations. Such persons are those with heart disease, pulmonary disease, diabetes and other chronic illnesses; expectant mothers and those who are over 65.

- Vaccination now, ahead of the flu season, is the only safeguard. Once flu strikes, it is too late to protect the high risk groups.

- Influenza caused more than 1,000 deaths in England last winter. England had a similar epidemic in 1951, and it reached the U.S. the following year. It could happen again.

▲ ▲ ▲

Now you can go 18 holes without leaving your living room. For the golfer who practices with plastic golf balls in the house, an electronic computer has been introduced which figures out how far each drive would have travelled, whether it was hooked, sliced or straight down the fairway. Price tag: \$1,595 (Hammacher Schlemmer, New York).



What's this about you carrying your own paper on my merchandise, Brimley?"

A DISTRIBUTOR SALESMAN



Comes The Revolution

I've been reading so much lately about the "revolution" in appliance merchandising that at times I wonder whether Castro and Khrushchev are about to open a discount house business or whether the Communist Manifesto is being given a retail application.

The image that emerges from this "revolution" is one of a vast series of discount house chains in which everything from aspirins to Zodiac charts will be displayed, and a few human beings will be around mostly to run the computers.

The selling? This will be left pretty much to neon signs, was-is price placards over the appliances, soft lights, sweet recorded music and air conditioning. Some of the more backward "revolutionaries" are thinking of retaining a few salesmen, as few as possible, but most of them want order-takers with white flashing teeth, and will leave the rest to the computing machines.

Now when it comes to selling packaged cheese, corn flakes, ant farms or inners tubes, I can see where this method of merchandising might have its merits.

But when it comes to selling a high-fidelity set or an automatic washing machine, I'm just wondering whether it would be a good idea to start relegating the salesman to the Vanishing American category, like the iceman.

There is no fine-tuning knob in a piece of packaged cheese. Corn flakes don't have a "burner-with-a-brain." Ant farms may be fun to look at, but you can't see the Ed Sullivan Show no matter how entertaining the ants. These are some of the features of electrical appliances that spell romance and drama to the purchaser and to the salesman selling them. But if there is no salesman, only an order-taker, who is going to romance the appliance and its benefits to the potential customer.

One school of thought has it that the retail customer will get all the romance and salestalk from the small appliance dealer and then will turn around and walk into the nearest discount house to buy the same item at a lower price.

This may be true—some of the time. But I'm wondering whether it is true all of the time.

I read where one big discount chain is planning to install a system of regional accounting centers with electronic equipment. Another is going to use computers to keep track of sales and inventories.

However, the usefulness of this electronic equipment, says this report, "has been impaired by clerks punching the wrong buttons."

Well, I've sure made my quota of mistakes in quoting the wrong price as a distributor appliance salesman. But I usually made these mistakes one at a time, to one dealer at a time. I shudder to think of the wrong price coming out on a computer machine which affects a couple of dozen stores in one fell swoop.

Maybe the computers don't make mistakes but humans do, and when a human makes a mistake on a computer it can be a beaut.

So far, the computers have not been much better than the local newspaper in predicting election results. They were a failure at trying to predict the outcome of the Kentucky Derby. And it is seven-to-five that when it comes to appliance merchandising the computer will do very little better.

So "comes the revolution" in retail merchandising, the stores may be bigger, the background music bouncier and the electronic computers flashier, but it is doubtful the machine will replace the man.

After all, how "revolutionary" can you get?

ABOUT THE AUTHOR—The creator of this column is a well-known distributor sales manager, who, for obvious reasons, doesn't want to be identified. His free-wheeling comments will appear here each month.

New kind of Hoover puts you on top in a big new cleaner market!



*New lightweight
electric sweeper for
quick daily clean-ups*

This new market is taking off like a rocket—and no wonder! This Lark is so light and handy a woman will use it every day. It's the *first* "stick" cleaner that does a real cleaning job on carpets. (The nozzle has Hoover's exclusive comb-and-brush action.) Speeds up the clean-up on bare floors, too, with no bending or messy dustpan. Once a woman tries the new Lark, she'll want it hanging in her handiest closet. Get details on this new low-cost electric sweeper from your Hoover representative. The Hoover Company, North Canton, Ohio.

HOOVER

LARK ELECTRIC SWEEPER



PLEASE BE PATIENT

**more Larks are
on the way!**

Demand for new Larks has been so great that we're temporarily in short supply. But production has been stepped up, and Hoover is doing everything possible to assure an adequate supply.

VACUUM CLEANERS

AN EM WEEK EXCLUSIVE:



BEDCOVERS FRYPANS SPECIFICATIONS FOR 1962 LINES

On the next 11 pages you will find a complete package of up-to-date specifications for all major lines of the three products which should be among the fastest movers in your store during the upcoming Christmas selling season.

Use these specifications on electric vacuum cleaners, bedcovers and frypans, compiled by EM WEEK from information supplied by manufacturers, to get a head start on the big gift market. Use them for feature-by-feature comparisons of your line(s) with those of your competitors. Start using them right now to help you in last minute buying plans and use them later in the

season to show your customers the specialties included in the brand(s) you carry. There is enough hard-fact product information included here to prime your sales staff on the whole field.

You can order extra copies of this package of specifications. Price per single copy in quantities up to 99 copies is only 75¢. Price per single copy in quantities from 100 to 500 is 55¢ plus shipping. Enclose prepayment with all orders.

 Write EM WEEK Reader Service, Room 2600 
McGraw-Hill Publishing Co., 330 W. 42 St., New York 36, N.Y.

AN EM WEEK EXCLUSIVE: Specifications For Vacuum Cleaners

IDENTIFICATION							NOZZLE		MOTOR				CONTROLS	
MODEL NUMBER AND/OR NAME	TYPE	DESIGN	MOBILITY	FINISH COLOR(s)	WEIGHT (in lbs.)	MFR. SUGGESTED RETAIL PRICE	TYPE	TYPE OF DRIVE	NUMBER OF SPEEDS	RPM	HP	WATTS	TOE OR HAND TYPE	LOCATOR
AIR-WAY SANITIZOR - Air-Way Sanitizor, Inc., 300 Edward Lamb Bldg., P.O. Box 1466, Toledo 3, Ohio														
Model 88	Tank	Horizontal	3-Wheel	Dark & Light Turq.	16	NI	Vacuum	Air	1	17,500	3/4	670	Toe	Base
BISSELL ELECTRIC SWEEP MASTER - Bissell Inc., 2345 Walker Rd., N.W., Grand Rapids, Michigan														
2000	Upright Tank	Vertical Round	Floor Tool Shoe	Aqua Mist, White	8 1/4	\$34.95	Stationary Brush In Shoe		1	14,000	1/5	220	Hand	Handle
2010*	Upright Tank	Vertical Round	On Bristles	Aqua Mist, White	9	39.95	Bristle Brush		1	14,000	1/5	220	Hand & Toe	Handle & Base
*Bissell Electric Scrub Master														
CADILLAC - Clements Mfg. Co., 6650 S. Narragansett, Chicago 38, Ill.														
888	Cannister	Round	4 Wheel	Coral & Cream	19	79.95	Floating Brush		2	12,500	NI	550	Toe	Base
800	Tank	Horizontal	Runners	Coral & Chrome	16	74.95	Floating Brush		2	12,500		550	Toe	Tank
125	Upright	Standard	4 Wheels	Coral	15	79.95	Rotary Brush	Motor	1	10,000		300	Hand	Handle
60	Hand	Portable Hand Type		Coral	6	44.95	Rotary Brush	Motor	1	9,000		200	Hand	Housing
EUREKA - Eureka Williams Co., Div. of National Union Electric Corp., Bloomington, Ill.														
1020-A	Canister	Horizontal	3 Wheel	Lagoon Blue & Platinum Blue	17	99.95	Custom Vibra-Beat	Air	1	NI	Over 1	NI	Toe	Base
980-A		Round	4 Wheel	Blue & White	18	69.95	Deluxe Vibra-Beat	Air	1		Over 1		Toe	
880-A			4 Wheel	Blue & White	17 1/2	59.95	Same	Air	1		Over 1		Hand	
860A-B			4 Wheel	Blue & White	16 1/2	44.95			1		7/8		Hand	
806-A				Lagoon Blue	15 1/2	39.95			1		Over 1		Hand	
702-A Princess			3 Wheel	Lagoon Blue & Platinum Blue	12 1/2	39.95			1		Over 1		Toe	
260-A	Upright		4 Wheel	Blue & White	16 1/4	89.95			2	High 9500 Low 8500	1/2	250	Hand	Handle
258-A	Upright		4 Wheel	Lagoon Blue & Platinum Blue	16 1/4	79.95			1	NI	1/2	250	Toe	Base
FINNELL - Finnell System, Inc., Elkhart, Ind.														
10C	Upright Tank	Vertical	4 Wheel	Blue Enamel	53	310.00	Fixed	Motor	1	12,200	1 1/2	NI	Hand	Handle Tank
10CS			4 Wheel	Stainless Steel	53	340.00				12,200	1 1/2			
30A			3 Wheel	Blue Enamel	25	146.00				16,000	3/4			
30AS			3 Wheel	Stainless Steel	25	196.00				16,000	3/4			
FRANTZ VACLEANER - Frantz Electric Industries Inc., 2775 S. Moreland Blvd., Cleveland 20, Ohio														
161	Convertible	Vertical	4 Wheel	Green & Beige	6	32.95	Floating Brush	Motor	1	15,000	1/8	180	Hand	Base
GENERAL ELECTRIC CO. - General Electric Co., Home Care & Comfort Products Dept., 1285 Boston Ave., Bridgeport, Conn.														
C-9	Canister	Standard	3 Swivel Casters	Lt. Blue, Dk. Blue, Two Tone	15 3/4	49.95	Double Action Brushes		1	19,600	1	750	Toe	Base
C-8			Same	Lt. Brown, Dk. Brown, Two Tone	16 1/4 W/Tools	59.95	Same				1	750		Base Rim
C-7			2 Fixed, 1 Swivel Caster	Chrome & Med. Green	21 3/4 W/Tools Caddy	69.95	Same				1	750		Base Front
C-100			Same	Chrome & Dk. Brown Metallic	16	99.95	Revolving Brush	Motor			1.27	950		Base Side
VS-1	Upright	Light-weight		Sandalwood & White	9 1/2	34.95	Adjustable Brush			17,700	.40	300	Hand	Handle
U-1	Upright	Low Silhouette		Sandalwood & Chrome	15 1/4	49.95	Self-Adjusting Rotary Brush	Motor		20,000	.47	350	Hand	Handle

FILTERS					HOSE			TOOLS		WANDS			OTHER SPECIAL FEATURES
REUSABLE BAG		DISPOSABLE BAG		OTHER FILTER	TYPE OF MATERIAL	EX-PAND-ABLE TYPE	MAXIMUM LENGTH (in ft)	NUMBER IN BASIC KIT	IN-UNIT OR ON-UNIT STORAGE	TYPE OF MATERIAL	NUMBER AND TYPE	MAXIMUM LENGTH (in in.)	
TYPE OF MATERIAL	SANI-TIZED KILLS GERMS	TYPE OF MATERIAL	SANI-TIZED KILLS GERMS										
		Special Filter Paper	X		Nylon Wire Polyethylene Braid		8	10	X-On	Anodized Alum	2-Rigid	48	
Cotton Fabric		Paper						2					One Power Pack Can Be Used Interchangeably On Sweep Master Or Scrub Master
2 Plastic Tanks								1	In				
Cloth	No	Paper		Nylon Filter Strip	Cotton Braid Covered		7	8		Metal	2 Rigid	48	
↓	↓	Paper		Filter Pad	Reinforced Rubber		7	8		Metal	Same	48	
↓	↓			NI									
↓	↓			NI									
		Paper	X	1 Paper 1 Urethane Form	Plastic		8	11		Steel	2 Rigid	36	Vibra-Beat Nozzle, Triple Filter Orig.
		↓	↓	↓	↓		↓	10		↓	↓	↓	Same
								9	On				Same
								7	On				Triple Filter Orig.
				↓				8	On				Same
				1 Paper				8					Size-Weight-Shape
Cloth								9					Power Driven Dirt "Disturbulator", 2 Speed Switch Orig
Vinyl								7			1 Rigid	18	Power Driven Dirt "Disturbulator" Orig
Rayon					Neoprene		10			Metal	2 Rigid	60	
↓					Neoprene		10			↓	↓	↓	
					Plastic	X	8						
					Plastic	X	8			↓	↓	↓	
		Paper	X		None	None	None	4		None	None	None	Orig. Equip. Incl. Convertibility To Hand Cleaner By Removal Of Handle
Sateen (Cloth)		Paper			Woven Plastic Over Wire & Cloth		6.9	4		Steel	2 Rigid Latch	33 1/2	Swivel Top, Side Blower
Sateen		↓			Same		6.9	4	X		Same	33 1/2	Same Plus Suction Regulator & Swivel End Hose
Sateen					Same		6.9	5	X		Same	33 1/2	Same Plus Cord Reel
Sateen					Plastic Over Wire		7.7	6			4 Rigid	66	Light; Suction Regulator
Cloth (Optional)								1	X				Swivel Nozzle, Bare Floor Adapter
		↓			Woven* Plastic Over Cloth & Wire		6.9*	4*		↓	2 Rigid* Latch	33 1/2	Can Be Used On Bare Floors

*Attachments Available

AN EM WEEK EXCLUSIVE: Specifications For Vacuum Cleaners

IDENTIFICATION							NOZZLE		MOTOR				CONTROLS	
MODEL NUMBER AND/OR NAME	TYPE	DESIGN	MOBILITY	FINISH COLOR(s)	WEIGHT (in lbs.)	MFR. SUGGESTED RETAIL PRICE	TYPE	TYPE OF DRIVE	NUMBER OF SPEEDS	RPM	HP	WATTS	TOE OR HAND TYPE	LOCATION
HAMILTON BEACH - Hamilton Beach, Div. of Scovill Mfg. Co., 1509 Rapids Dr., Racine, Wis.														
29	Canister	"Hatbox"	3 Wheel W/Front Swivel Wheel	Ochre and Oyster White On Steel Housing	19	\$69.95	Floating Brush		1	17,500	1	750	Toe Rocker Switch	Base
35	Canister	Square	4 Swivel Wheels	Same	23.5	79.95	Floating Brush			17,500	1	750	Toe	On Lower Housing
36	Canister	Round	3 Wheel W/Front Wheel Swivel	Caribbean Blue On Steel Housing	18.5	49.95	Floating Brush			17,500	1	750	Toe	On Vinyl Bumper
46	Convertible	Upright And Portable		Oyster White On Steel Housing	7	32.95				10,500	1/4	170	Hand	On Cord
45	*					29.95								
HV	Hand			Ochre On Aluminum Housing	5	29.95				12,500	1/6	125	Hand	Under Handle
*Same As Model 46, Without Accessory Tools														
HOOVER - The Hoover Company, 101 East Maple St., North Canton, Ohio														
2940 Lark	Stick		2-Rollers	2-Tone Porcelain Blue	7	None	Floating Brush		1	19,400		275	Hand	Tank (Switch)
32 Convertible Special	Upright		4-Wheel	Pearl White & Canyon Coral	17		(Positive Agitation) Beater Bars On Rotary Brush Motor		2	9,200 11,400		420 Low, 625 High	Hand Toe	*
68 Convertible	Upright		4-Wheel	Pearl White & Porcelain Blue	17		Same		2	9,200 11,400		Same	Same	*
86 Constellation	Canister	Spherical	Air Glide	Antique Gold & Pearl White	14.5		Floating Brush		1	16,700		750	Toe	Base (Switch)
88 Constellation	Canister	Spherical	Air Glide	Light Fawn, Dark Fawn & Pearl White	14.5		Floating Brush		1	16,700		750	Toe	Base (Switch)
913 Commercial	Upright		4-Wheel	Black & Grey	26.2		Same As 32		1	9,000		400	Same as 32	Same as 32
2830 Pixie	Hand			Light Beige & Green	4		Changeable Brushes		1	17,000		160	Hand	Handle (Switch)
2720 Dustette	Hand			Light Beige & Green	5.2		Stationary Brush On Nozzle		1	17,000		160	Hand	Handle (Switch)
*Handle (Switch) Cleaner Body, Handle Release & Nozzle Adjustment														
KENT - The Kent Co., Inc., Rome, N.Y.														
Comet	Tank	Vertical	3 Casters	2-Tone Green	26.5	*104.00	NI	NI	1	17,500	3/4**	NI	Hand	Head
Comet	Tank	Vertical	2-Wheels 1 Caster	2-Tone Green	36.5	*212.00	NI	NI	1	17,500	3/4**	NI	Hand	Head
* Machine Only, Attach. Extra. **Input, Not Output														
KINGSTON - Kingston Products Corp., Douglas Mfg. Div., Bronson, Mich.														
6623 Kingston	Tank	Horizontal	4-Wheels	Turquoise	14	NI	Fully Adjustable & Free Floating Brush		1	17,500	9/16	625	Toe	Tank
A-6640 Kingston	Canister	Vertical		Lt. & Dk. Turquoise	18 1/4	NI	Same						Toe	Power Unit Front
E-6652 Rambler				Coral & Charcoal	14 3/4	NI	Self Adjusting Brush						Toe	Base
6653 Kingston Germatron				Antique Gold & Brown	18 1/2	189.50	Same As A-6640						Toe	Power Unit Front
A-6654 Kingston			3-Wheels	Lt. & Dk. Turquoise	12 3/4	NI	Same as A-6640						Toe	Base

FILTERS					HOSE			TOOLS		WANDS			OTHER SPECIAL FEATURES
REUSABLE BAG		DISPOSABLE BAG		OTHER FILTER	TYPE OF MATERIAL	EX-PAND-ABLE TYPE	MAXIMUM LENGTH (in ft)	NUMBER IN BASIC KIT	IN-UNIT OR ON-UNIT STORAGE	TYPE OF MATERIAL	NUMBER AND TYPE	MAXIMUM LENGTH (in in.)	
TYPE OF MATERIAL	SANI-TIZED KILLS GERMS	TYPE OF MATERIAL	SANI-TIZED KILLS GERMS										
		Paper		Motor Filter	Vinyl, Nylon		7	3		Chrome Plated Steel	2 Rigid	36	5 Yr. Guarantee; Suction Regulator; Roller Ride Cleaning Action
Cloth		Paper		Motor Filter	Vinyl, Nylon		7	4		Same	2 Rigid	36	Same
		Paper		Motor Filter	Plastic		7	3		Same	2 Rigid	36	5 Yr. Guarantee; Suction Regulator
		Paper With Plastic Throat											5 Yr. Guarantee; Can Be Used As Upright Or Hand Cleaner
Cloth					Cloth		2	5					5 Yr. Guarantee
Cloth		Paper											Dual Filter System; Hang-Up Hole In Hdle; Double Insulation
		Paper			Spring Wire & Vinyl	Yes	10.2 11.6*	4		Alum	1 Tiscp	35	Tools Opt.; Rear Conversion; Nozzle Adjustment; Replaceable Agitator Brushes
		Paper					10.2 11.6*	4					Tools Opt.; Headlight; Rear Conversion; Nozzle Adjustment; Replaceable Agitator Brushes
		Paper		Secondary Filter Paper			10.2 11.4*	4	On				Orig./Tools; Tool Rack On Cleaner
		Paper		Same			10.2 11.4*	4	On				Same
Cloth							10.2 11.6*	4					35 Ft. Non Kink Cord; Tools Opt.; Headlight; Nozzle A djustment; Replaceable Agitator Brushes
Cloth							3.7 5.0*	3			1 Rigid	21 1/2	Carrying Strap
Cloth													
*Including Metal Ends													
Latex-Impreg. Paper *				Dacron Motor Filter	Vinyl & Wire		10**	8	X-On	Metal	2 Rigid	48	Wet Or Dry Vacuums. Large Comb. of Features & Access. Avail
Same				Same	Same		10**	8	X-On	Metal	2 Rigid	48	Same
*Disposable Or Re-usable													

AN EM WEEK EXCLUSIVE: Specifications For Vacuum Cleaners

IDENTIFICATION							NOZZLE		MOTOR				CONTROLS	
MODEL NUMBER AND/OR NAME	TYPE	DESIGN	MOBILITY	FINISH COLOR(s)	WEIGHT (in lbs.)	MFR. SUGGESTED RETAIL PRICE	TYPE	TYPE OF DRIVE	NUMBER OF SPEEDS	RPM	HP	WATTS	TOE OR HAND TYPE	LOCATION
RCA WHIRLPOOL - Whirlpool Corp., Benton Harbor, Mich.														
HV-50	Cannister	Horizontal	3-Wheel	Gray & Blue	14 3/4 W/O Tools 17 1/2 W/Tools		Standard With Floating Brush		1	17,500 Nominal	1	625 Mean On Cannister Motor	Hand	Cannister
HV-65				Heather Blue & Dusty Blue	15 W/O Tools 20 W/Tools		Same				1 1/5		Toe	
F90-10				Kerry Blue & Dusty Blue	16 3/4 W/O Tools 20 1/4 W/Tools		Same				1 1/5		Toe	
F90-20				Kerry Blue & Dusty Blue	16 3/4 W/O Tools 26 W/Tools		Rotary Brush	Electric Motor		*	1 1/5	**	Toe	
										*13,500 on Rotary Brush Motor				
										**130 Mean on Rotary Brush Motor				
REGINA ELEKTRIKBROOM - The Regina Corporation - Regina Ave. - Rahway, N.J.														
600 Elektrikbroom	Upright	Vertical	Runners	Driftwood & Copper	6 3/4	\$39.95	Swivel Nozzle With Brush		1	14,000	NI	300	Hand	Handle
750 Elektrikbroom	Upright	Vertical	Runners	Metallic Green & White	6 3/4	44.95	Same		1	16,000	NI	300	Hand	Handle
900 Elektrikbroom	Upright	Vertical	Runners	Metallic Blue	8	49.95	Same		1	17,000	NI	300	Hand	Handle
ROYAL - Royal Appliance Mfg. Co., 1975 E. 61st St., Cleveland 3, Ohio														
501	Hand	Standard	Portable	Polished Aluminum And Grey Enamel	5	29.95	Rotary Brush	Motor	1	17,500 Maximum	1/5	175	Hand	Handle
601	Upright	Standard	4 Wheels	Polished Aluminum And Blue Hammeroid Enamel	13 1/4	69.95	Rotary Brush	Motor	1	13,000 Maximum	2/5	350	Hand	Handle
701	Tank	Horizontal	Skids	Baked Red Enamel And Chrome	12 1/4	69.95	Floating Brush	Strip	1	21,000 Maximum	2/3	475	Toe And Hand	Tank
801	Upright	Standard	4 Wheels	Polished Aluminum	13 1/4	89.95	Rotary Brush	Motor	1	14,000 Maximum	2/5	350	Hand	Handle
901	Tank	Horizontal	4 Casters	Baked Red Enamel And Chrome Plated		89.95	Floating Brush	Strip	1	21,000 Maximum	1	750	Toe And Hand	Tank
E-975	Cannister	Vertical	4 Casters	Baked Lilac Taupe Enamel	17 3/4	89.95	Floating Strip Brush		1	21,000 Maximum	1	750	Toe And Hand	Base
SINGER - Singer Sewing Machine Co., 149 Broadway, New York 6, N.Y.														
C-3 Golden Glide	Tank	Vertical & Horizontal	3-Wheels	Buff And Dark Brown	17 1/4	89.95	NI	Air	1	17,500	Over 1	780	Toe	Base
E-3 Roll-A-Magic	Cannister	Round	3-Wheels		12 1/4	49.50	NI	Air		16,900	7/8	650	Toggle Toe	Base
G-5	Upright	Low Dual Suction	4-Wheels		17	89.95	Rotary Brush	Motor Belt		14,000	1/4	340	Hand	Handle
H-11	Hand	Portable	None		5.2	29.95	None	Air		16,000	1/10	190	Hand	Handle
SUNBEAM - Sunbeam Corp., 5600 W. Roosevelt Road, Chicago 50, Ill.														
630 Sunbeam Dual-Deluxe	Cannister	Round, Horizontal Axis	2-Wheel	Brown & Beige	16	89.95	Combination* Rug And Floor Brush Included		1	20,000	1 1/2	900	Toe	Tank
635 Sunbeam Special	Cannister	Same	2-Wheel	Off White & Beige	14 1/2	69.95	Combination Rug And Floor Attachments		1	18,000	1 1/4	800	Toe	Tank
										*Model 63A Air Driven Turbine Brush				
WESTINGHOUSE - Westinghouse Electric Corp., Mansfield, Ohio														
PC-4	Cannister	Vertical	3-Wheel	Charcoal & White	12	44.95			1	21,000	Over 1	775	Toe	Tank
VC-20	Cannister	Vertical	3-Wheel	Aqua & White	13	59.95			1	21,000	Over 1	775	Toe	Tank
VC-30	Cannister	Vertical	3-Wheel	Mocha & White	13	79.95	Revolving Brush	Air	1	21,000	Over 1	775	Toe	Tank
WHITE-APEX - White Sewing Machine Corp. - Cleveland 11, Ohio														
5561 Aero	Cannister	Round	4 Casters	Two Tone Bronze, Silver	16 W/O Tools 25 W/Tools	79.95			1	17,000	7/8	550	Toe	Cannister
5502 Strato	Cannister	Round	4 Casters	Two Tone Cream, Red	16 W/O Tools 30 W/Tools	139.00			1	23,00	1 1/3	630	Toe	Cannister

FILTERS					HOSE			TOOLS		WANDS			OTHER SPECIAL FEATURES
REUSABLE BAG		DISPOSABLE BAG		OTHER FILER	TYPE OF MATERIAL	EX-PAND-ABLE TYPE	MAXIMUM LENGTH (in ft)	NUMBER IN BASIC KIT	IN-UNIT OR ON-UNIT STORAGE	TYPE OF MATERIAL	NUMBER AND TYPE	MAXIMUM LENGTH (in in.)	
TYPE OF MATERIAL	SANITIZED KILLS GERMS	TYPE OF MATERIAL	SANITIZED KILLS GERMS										
		Paper		Glass Fiber Motor Filter	Polyethylene Braid		6	3		Steel	2-Rigid	37 3/4 In.	1. Low Height-8 in. 2. Stands on end for stairway cleaning & easy storage. All Orig.
					Wire & Vinyl			5					Same
					Wire & Vinyl			5	X-In				Same. Plus Built-in tool storage compartment
					Wire & Vinyl			5	X-In				***
***Electric Motor-Powered Rug Nozzle With Power Cord Built In Hose. Rotary Brush RPM-7500. Low Height-8 in. Built-In Tool Storage Compartment.													
				Dirt Cup Empties Like Ash-Tray				1 Double Dry Mop					No Attachment Necessary, Lightweight
				Same				*					Same
				Same				*					Same
*2 Double Dry Mop And Clip-On Rug Brush													
Twill													
Twill													
Twill				Flannelette	Rubberized Cloth & Spring W/Braided Saran Jacket		7	8	Separate Tool Carton	Chromium Plated Steel	2-Rigid	4	
Rayon		Paper											
Twill		Paper		Unwoven Nylon	Same As 701		7	13	Separate Tool Caddy	Same As 701	2-Rigid	4	
Twill		Paper			Same As 701		7	8	Separate Tool Caddy	Same	2-Rigid	4	
No		Paper	X	Rayon Fibre Sheet	Nylon Woven Poly	No	6 1/2	6		Metal	2-Rigid 1-Curve	NI	Swivel Top, Stand On Stairs For Cleaning
No		Paper	X	Same	Same	No	6 1/2	6		Metal	Same	34 1/2	Swivel Top, Vinyl Bumpers On Base
No		Paper	X	None	None			None		None			Cord Storage In Bag Low Design For Under Furniture Cleaning
Special Cloth					None			None		None			Light Perfect Balance
		Paper		Motor Covered By Mohair Permanent Type Filter	Nylon, Wire & Vinyl		7 1/2	4*	Vinyl Accessory Bag Included	Chrome-Plated Steel	2-Rigid With Button Locks	37	**
		Paper		Same	Urethane Vinyl Covered Wire		7 1/2	4*	Same	Same	2-Rigid	37	Touch & Lock, Magnetic Cover Lock**
*Not Incl. Wands & Hose ** Optional Floor And Wall Brush, \$3.95.													
		Paper		Felt Filter	Wire & Plastic		7	4		Alum	2-Rigid	37 1/2	
		Paper		Felt Filter	Wire & Plastic		7	4	X	Alum	Same	37 1/2	5-Year Guarantee
		Paper		Felt Filter	Wire & Plastic		7	4	X	Chrome Steel	Same	37 1/2	5-Year Guarantee
Permanent Cloth Bag		Paper		Washable Fibre Glass	Vinyl Plastic		8	7 Plus 2 Wands.		Chrome Steel	2-Rigid	36	Floating Brush In Rug Nozzle-Std.
Same		Paper		Washable Fibre Glass, Flannel & Spun Glass Filter	Vinyl Plastic		8	9 Plus 2 Wands		Same	2-Rigid		Five Phase Filtering System, Most Powerful Motor

AN EM WEEK EXCLUSIVE:

Specifications For Electric Frypans

MODEL NUMBER	SIZE IN INCHES	SHAPE	CAPACITY IN QUARTS	MATERIAL	TYPE OF COATING	RANGE OF COOKING HEAT	WATTS	IM-MERS-ABLE ?	COVER EXTRA OR ORIGINAL	MFR. SGGST. RETAIL PRICE	OTHER SPECIAL FEATURE
BUFFET FRY PAN--Century Aluminum, Inc., 2901 White Plains Rd., New York 67, N.Y.											
112-A	11	Square	3 1/2	Alum		Low 400	NI	Yes	Orig	\$25.95	
114-A	11	Square	5 1/2	Alum		Low 400	NI	Yes	Orig	29.95	Side Handles, Dome Cover
CASCO--Casco Products Corp., 512 Hancock Ave., Bridgeport 2, Conn.											
AFP-11	11	Square	NI	Alum	None	200-400	1150	Yes	Extra	10.95	Detachable Handle Avail.
AFP-12	12	Square	NI	Alum	None	200-400	1350	Yes	Extra	12.95	Same
CHEFMASTER--Foster Aluminum Alloy Products Corp., Forestville, N.Y.											
511	11	Square	3	Cast Alum	Silicone	125-450	1150	Yes	Orig	14.88*	
512	12		4	Same	Silicone		1200			16.49	
511-B	11		3		Silicone		1150			14.88	Buffet Pan
511-T	11		3		Teflon		1150			18.95	
511-BT	11		3		Teflon		1150			19.45	
512-T	12		4		Teflon		1200			19.45	Buffet Pan
										*Prices Incl. Probe Unit	
CORNING ELECTROMATIC SKILLET--Corning Glass Works, Corning, N.Y.											
P-12-ES*	10	Square	2-20	Pyroceram		200-425	1400	Yes	Orig	29.95**	Buffet Styling
*Black Free-form Design on White. Model P-22-ES: Blue Cornflowers on White.										**Includes Heating Unit	
CORY PARTY CHEF--Cory Corp., 3200 W. Peterson Ave., Chicago 45, Ill.											
DEC	12	Round	4 1/2	Alum	None	40-440	1100	No	Orig	29.95	Buffet Styling; W/Ready-Light, Cooking Guide; Satin Gold Anodized Bottom.
DOMINION--Dominion Electric Corp., Mansfield, Ohio											
2260	12	Square	4	Chrome-plated Alum	NI	Simmer to 420*	1150	Yes	Orig	24.95	Buffet Handles, Tilt Leg
2256	12		4				1150	Yes		24.95	Probe Control
2251	11		3 1/2				1159	Yes		19.95	French Fry Basket
2215	12		4				1100	No		24.95	Same
DORMEYER--Dormeyer Corp., 5610 West Bloomingdale, Chicago, Ill.											
SK1	12	Square	3	Forged Alum		To 425	1150	Yes	Orig*	24.95**	
SK5	12	Square	3	Same			1150	Yes	Orig*	24.95**	Buffet Handles
										*High Dome **Incl. Probe	
EDEN CREEK--Eden Creek Corp., PO Box 241, Fredonia, N.Y.											
PQS12	12	Square	2	Cast Alum	Silicone	Warm-420	1150	Yes	Orig	None	Private Label Avail.
PQT12	12		2		Teflon						
PQT11	11		1 3/4		Silicone						
PQT11	11		1 3/4		Teflon						
FRYMASTER--Naxon Utilities Corp., 3600 Touhy Ave., Chicago 45, Ill.											
-555	11	Round	4	Alum	None	130-550	1000	Yes	Extra	17.95	Pushbutton Pan Release; Lifetime Guaranteed Element.
GENERAL ELECTRIC--General Electric Co. 1285 Boston Ave., Bridgeport 2, Conn.											
C112	11	Square	2 1/2	Alum	None	0-400	1150	Yes	Orig	26.90	Tilt-Top, Tip-Toe Leg
C114	11		2 1/2				1150			19.95	
C122	12		3 1/2				1200			28.90	Tilt-Top, Tip-Toe Leg
C123	12		3 1/2				1200			28.90	Tilt-Top
C124	12		3 1/2				1200			21.95	
HAMILTON BEACH--Hamilton Beach, Div. of Scovill Mfg. Co., 1509 Rapids Dr., Racine, Wis.											
10F	10 3/4	Square	3	Cast Alum	None	140-420	1150	No	Extra	14.95*	5-Year Guarantee; Bakelite Handle, Legs; Vented Cover; Indicator Light; Tempguide.
11F	11 3/4	Square	4	Cast Alum	None	140-420	1150	No	Extra	19.95**	Same, Plus Bake Rack
2RF	12	Square	3 1/2	Cast Alum	Silicone	150-425	1350	Yes	Extra	15.95***	Same
*Alum. Cover, \$2.50; Copper-tone, \$43.00. **Alum. Cover, \$4.00; Copper-tone, \$4.50 ***Control, \$7.50; Cover, \$4.00											
HANDY HANNAH--Landers, Frary & Clark, 711 Fifth Ave., New York 22, N.Y.											
UH 1595B	12	Square	4	Stamped Alum	None	140-420	1000	Yes	Orig	15.95*	Vented Cover
										*Incl. Control	
KORD--Kord Mfg. Co., 4510 White Plains Rd., Bronx 70, N.Y.											
SK5	12	Square	4	Alum		To 420	NI	Yes	Orig	17.95	
MAGIC MAID--Son-Chief Electrics, Inc., Winsted, Conn.											
812/9-12	12 1/2	Square	3	Cast Alum	Velvagleaze	0-400	1250	Yes	Orig	None	All Models Also Avail. In Porcelainized Turquoise Finish Instead of Alum.
812/9-12TFA	12 1/2		3		Teflon		1250				
810/9-10	10 1/2		1 3/4		Velvagleaze		1100				
810/9-10TFA	10 1/2		1 3/4		Teflon		1100				

MODEL NUMBER	SIZE IN INCHES	SHAPE	CAPACITY IN QUARTS	MATERIAL	TYPE OF COATING	RANGE OF COOKING HEAT	WATTS	IM-MERS-ABLE ?	COVER EXTRA OR ORIGINAL	MFR. SGGST. RETAIL PRICE	OTHER SPECIAL FEATURE
MIRRO-MATIC--Mirro Aluminum Co., Manitowoc, Wis.											
M-0271	11	Square	4	Alum		To 450	1150	Yes	Orig	\$19.95	
M-0273	11	Square	4	Alum		To 450	1150	Yes	Orig	19.95	
M-0271-50	11	Square	4	Alum	Teflon	To 450	1150	Yes	Orig	24.95	
NELSON--The Nelson Machine & Mfg. Co., Ashtabula, Ohio											
2000	10 1/2	Square	3	Cast Alum		160 to 440	1150	Yes	Orig	None	
2012	12	Square	4	Cast Alum		160 to 440	1350	Yes	Orig	None	
National Presto Industries, Inc., Eau Claire, Wis.											
KC08	11	Square	NI	Alum	Silicone	200 to 425	1150	Yes	Extra*	14.95***	Buffet Styling; Guaranteed Non-Wrap
KC11	12	Square	NI	Alum	Silicone	200 to 425	1350	Yes	Extra**	16.95	Same
KC11-T	12	Square	NI	Alum	Teflon	200 to 425	1350	Yes	Extra**	19.95	Same
*Glass Cover, \$2.25; Metal, \$3.25 **Metal Cover, \$4.25 ***Control, \$7.50											
REGAL--Regal Ware, Inc., Kewaskum, Wis.											
7512	11	Square	3-14	Cast Alum	None	160-420	1150	Yes	Orig*	21.95**	
7516	↓	↓	↓	↓	Teflon	↓	↓	↓	↓	27.45	
7515	↓	↓	↓	↓	None	↓	↓	↓	↓	21.95	Buffet Style
7518	↓	↓	↓	↓	Teflon	↓	↓	↓	↓	27.45	Buffet Style
*Vented Cover **Price Includes Control											
SUNBEAM CORP.--5600 Roosevelt Rd., Chicago 50, Ill.											
Multi-Cooker Frypans MCM	10 1/2	Square	2-15	Alum	Silicone	Warm-420	1150	Yes	Orig	25.95**	Tilt Leg & Tilt Cover
MCL	11 1/2	↓	3-10	↓	↓	↓	↓	↓	↓	29.95**	Tilt Leg & Tilt Cover
MCL-B	11 1/2	↓	3-10	↓	↓	↓	↓	↓	↓	29.95**	Tilt Cover
FPM-5C	10 1/2	↓	2-15	↓	↓	↓	↓	*	↓	24.95	Built-In Control, Completely Immersible Tilt Leg & Tilt Cover
FPL-5C	11 1/2	↓	3/10	↓	↓	↓	↓	*	↓	28.95	Same
FPS-5C	12 1/2	↓	4-13	↓	↓	↓	1450	*	↓	32.95	Same
RM-1	10 1/2	↓	2-15	↓	None	↓	1150	↓	Extra	13.95	Tilt Leg
RL-1	11 1/2	↓	3-10	↓	None	↓	1150	↓	Extra	16.95	Tilt Leg
S31L-C	11 1/2	↓	3-10	St. Steel Liner	Silicone	↓	1150	↓	Cover & Control Orig	34.95	& Cover
*Maker Certifies Complete Immersibility **Includes Control											
THERM-O-WARE--Therm-O-Ware Electric Corp., 1250 Rockaway Ave., Brooklyn 36, N.Y.											
711	12	Square	NI	Alum	Sunburst	To 425	1100	Yes	Orig	None	
711 T	↓	↓	↓	↓	Teflon	↓	↓	↓	↓	↓	
711 B	↓	↓	↓	↓	Sunburst	↓	↓	↓	↓	↓	Buffet Style
T711B	↓	↓	↓	↓	Teflon	↓	↓	↓	↓	↓	Buffet Style
711C	↓	↓	↓	↓	Sunburst	↓	↓	↓	↓	↓	
T711C	↓	↓	↓	↓	Teflon	↓	↓	↓	↓	↓	
711D	↓	↓	↓	↓	Sunburst	↓	↓	↓	↓	↓	Multi Cooking Roasting, Frying, High Dome
TOASTMASTER--Toastmaster Div., McGraw-Edison Co., 1200 St. Charles Rd., Elgin, Ill.											
8C1	11	Square	5-15	St. Steel bonded to Alum	NI	150-400	1150	Yes	Extra*	22.95	Control \$7.95 Extra
8D1	11	Square	5-15	Alum	NI	150-400	1150	Yes	Extra*	14.95	Same
8C2	11	Square	5-15	St. Steel bonded to Alum	NI	150-400	1150	Yes	Extra*	22.95	Same - Buffet Style
*Stainless Steel Cover \$6.50 Aluminum Cover \$4.50											
UNIVERSAL--Landers, Frary & Clark, 711 5th Ave., New York 22, N.Y.											
8292	12	Square	4	Cast Alum	None	140-420	1250	Yes	Orig	19.25*	Vented Cover
707 B	12	Square	4	Stamped Alum	None	140-420	1000	Yes	Orig	15.95*	Vented Cover
*Incl. Control											
WEST BEND--The West Bend Co., West Bend, Wis.											
3201E	11	Square	3 3/4	Alum	NI	150-425	1150	No	Orig	23.95	
3211E	↓	↓	4	↓	↓	↓	↓	Yes	↓	19.95	
3221E	↓	↓	4	↓	↓	↓	↓	Yes	↓	19.95	
3592E	↓	↓	3 3/4	↓	↓	↓	↓	Yes	↓	23.95	
WONDER FRY--Merit Enterprises, Inc., 577 Wortman Ave., Brooklyn 8, N.Y.											
7767	12	Square	5	Alum	Pl. & Teflon	0-450	1100	Yes	Orig	14.95	
SK80	13	Square	6	Alum	Plain	0-450	1100	Yes	Orig	19.99	

AN EM WEEK EXCLUSIVE:

Specifications For Electric Bedcovers

MODEL NAME	MODEL NUMBER	WEIGHT	COLOR	MATERIAL	SIZE (a) single (b) double (c) other	WATTAGE	(a) single (b) dual	ON-OFF SWITCH	CONTROLS ILLUMINATED DIAL	RANGE OF TEMP SETTINGS	SUGGESTED RETAIL PRICE
Beacon Mfg. Co., 180 Madison Ave., New York 16, N.Y. For trade name see model listing.											
Deluxe	E8200	NI	Pink, Blue, Green, Camel	100% Acrylic	63 x 84	135	A	Yes	Yes	Continuous (9 Marked Settings)	None
	E8201				72 x 84	180	A				
	E8202				72 x 84	180	B				
	E8205				104 x 92	135/135	B				
Four Poster	E200		Pink, Blue, Camel, Turq., Red	55% Rayon, 25% Acrylic, 20% Cotton	63 x 84	135	A				
	E201				72 x 84	180	A				
	E204				72 x 84	180	B				
	E205				108 x 84	135/135	B				
Premier*	E100		Pink, Blue, Green Red, Camel, Turq.	70% Rayon, 20% Cotton, 10% Nylon	63 x 84	135	A				
	E101				72 x 84	180	A				
	E102				72 x 84	180	B				
	E105				108 x 84	135/135	B				
*For All Models Above: 72 x 84 Size Avail. 80 x 84. 108 x 84 Avail. 104 x 92											
Tudor*	E7300	NI	Pink, Blue, Camel, Green	80% Rayon 20% Cotton	63 x 84	135	A				
	E7301		Same	Same	72 x 84	180	A				
	E7302		Same	Same	72 x 84	180	B				
*Available Under Other Names in Gift Box Or Display Carton											
BEST-REST - Automatic Blanket Mills, 88 Worth St., New York, N.Y.											
	90111*	6 1/2	Pink, Blue, Green Beige, Red	72% Rayon, 18% Cotton, 10% Acrylic	63 x 84	135	A	Yes	Yes	1-9	None-Promotional Models
	90121*	7			72 x 84	180	A				
	90131*	7 1/2			72 x 84	90/90	B				
	90141*	10 1/2			108 x 84	135/135	B				
*Convertible Snap-Fitted Corners											
CASCO - Casco Products Corp., 330-5 Fifth Ave., New York 1, N.Y.											
Featherweight	B1401	4	Pink, Blue, Green	Cotton	Double 70 x 84	90	Single	Yes	Yes	11 Settings	\$19.95
	B1402	5	Same	Cotton	84, 70 x 84	90	Dual				23.95
Medallion	B1603	36	Pink, Blue, Coral, Green, Beige	80% Rayon, 20% Cotton	60 x 84	120	A				19.95
	B1601	36	Same	Same	72 x 84	140	A				21.95
	B1602	42	Same	Same	72 x 84	140	B				26.95
Californian	B2303	36	Pink, Blue, Green Beige, Coral	80% Rayon 20% Cotton	60 x 84	120	A				21.95
	B2301	36			72 x 84	140	A				24.95
	B2302	42			72 x 84	140	B				29.95
	B2304	54			108 x 84	120/120	B				49.95
Park Lane	B2303	36	Pink, Blue, Green, Beige, Lilac	55% Rayon, 25% Acrylic, 20% Cotton	60 x 84	120	A				27.95
	B2401	36			72 x 84	140	A				29.95
	B2402	42			72 x 84	140	B				34.95
	B2404	54			108 x 84	120/120	B				59.95
King's Crest	B2503	36		100% Acrylic	60 x 84	120	A				29.95
	B2501	36			72 x 84	140	A				34.95
	B2502	42			72 x 84	140	B				39.95
	B2504	54			108 x 84	120/120	B				69.95
GENERAL ELECTRIC - General Electric Co., Home Care & Comfort Products Dept., 1285 Boston Ave., Bridgeport, Conn.											
Waverly	A-71	6	Pink, Green Beige, Blue	76% Rayon 24% Cotton**	60 x 84	135	A	Yes	No	Ambient Responsive Control	15.95
	A-72	7	Same	Same	72 x 84	190	A		No		24.95
	A-73	7 2/3	Same	Same	72 x 84	190	B		No		34.95
Charleston	A-121*	7	Same Plus White, Yellow	72% Rayon, 18% Cotton, 10% Nylon**	60 x 84	135	A		Yes		21.95
	A-122*	7 2/3			72 x 84	190	A				26.95
	A-123*	8 1/3			72 x 84	190	B				36.95
	AK-12	13			103 x 84	270, 135/135	B				69.95
Royalton	A-111*	7		72% Rayon, 18% Cotton, 10% Acrylic	60 x 84	135	A				21.95
	A-112*	7 2/3			72 x 84	190	A				26.95
	A-113*	8 1/3			72 x 84	190	B				36.95
	AK-11	13			103 x 84	270, 135/135	B				69.95
Southport	A141*	7	Same Plus Lilac	46% Rayon, 19% ** Cotton, 35% Acrylic	66 x 84	135	A				29.95
	A-142*	8 1/3			80 x 84	190	A				34.95
	A-143*	8 2/3			80 x 84	190	B				44.95
	AK-14	13			108 x 84	270, 135/135	B				79.95
*Custom Tailored **Nylon Binding (Royalton & Southport Sold Only To Franchised Dealers)											
HAMILTON BEACH - Hamilton Beach, 1509 Rapids Dr., Racine, Wis.											
	EB12	8.1	Pink, Beige, Blue, Green	10% Acrylic, 65% Rayon, 25% Cotton	62 x 84	135	A	Yes	Yes	11 Settings	29.95
	EB13	8.6	Same	Same	72 x 84	180	A				34.95
	EB14	9.6	Same	Same	72 x 84	180	B				39.95
	EB22A	6	Pink, Blue	10% Nylon 70% Rayon 20% Cotton	62 x 84	135	A				19.95
	EB23A	6 1/2	Same	Same	72 x 84	180	A				22.95
	EB24A	7 3/4	Same	Same	72 x 84	180	B				27.95

MODEL NAME	MODEL NUMBER	WEIGHT	COLOR	MATERIAL	SIZE (A) SINGLE (B) DOUBLE (C) OTHER	WATTAGE	(A) SINGLE (B) DUAL	ON-OFF SWITCH	CONTROLS ILLUMINATED DIAL	RANGE OF TEMP SETTINGS	SUGGESTED RETAIL PRICE
LANDERS--Landers Frary & Clark, 711 Fifth Avenue, New York 22, N.Y.											
	7623 R or B	9	Rose or Blue	80% Rayon, 20% Cotton, Nylon Binding	72 x 84	180	A	Yes	Yes	11 Settings	\$22.95
	7624 R or B	10	Same	Same	72 x 84	180	B	Yes	Yes	11 Settings	27.95
Northern Electric Co., 5224 N. Kedzie Ave., Chicago 25, Ill. For trade name see model listing.											
Northern Elegance	1400	8	Pink	100% Acrylic	66 x 84	135	A	Yes	Yes	10 Settings	31.95
	1401	8 1/2	Turquoise		80 x 84	180	A				36.95
	1402	9	Beige		80 x 84	180	B				42.95
	1403	12	Lilac, White		104 x 92	135/135	B				74.95
Northern Deluxe	989	7 1/2	Pink	15% Acrylic	62 x 84	135	A				27.95
	991	7 3/4	Blue	65% Rayon	80 x 84	180	A				29.95
	992	8 1/2	Yellow	20% Cotton	80 x 84	180	B				34.95
	990K	10 3/4	Beige, Green	20% Cotton	104 x 92	135/135	B				64.95
Northern Special	290	6 1/2	Pink	10% Nylon	62 x 84	135	A				19.95
	291	7	Blue	70% Rayon	72 x 84	180	A				22.95
	292	7 1/2	Beige	20% Cotton	72 x 84	180	B				29.95
	293	10 3/4	Green	20% Cotton	104 x 92	135/135	B				54.95
Crestwood	200	6 1/2	Pink	10% Acrylic	62 x 84	135	A				19.95
	201	7	Blue	70% Rayon	72 x 84	180	A				22.95
Wayne	202	8	Beige, Green	20% Cotton	72 x 84	180	B				29.95
	500	6 1/2	Pink	80% Rayon	62 x 84	135	A				14.95
	501	7	Blue	20% Cotton	72 x 84	180	A				15.95
	502	8	Green		72 x 84	180	B				19.95
ST. MARY'S--St. Mary's Automatic Blankets, 88 Worth St., New York, N.Y.											
Traveler	721	4	Pink, Blue, Lemon, White	Cotton Plisse	70 x 84	90	A	Yes	Yes	1-9	12.95
	731	4	Same	Same	70 x 84	45/45	B				16.95
Wintersong*	111	6	Pink, Blue, Green, Red, Beige	72% Rayon 18% Cotton, 10% Acrylic	63 x 84	135	A				15.95
	121	7			72 x 84	180	A				17.95
	131	7 1/2			72 x 84	90/90	B				21.95
	141	10			108 x 84	135/135	B				39.95
Knighthood*	210	6 1/2	Pink, Blue, Green, Beige, Yellow, Red	25% Acrylic, 57% Rayon, 18% Cotton	63 x 84	135	A				19.95
	220	7			72 x 84	180	A				21.95
	230	8			72 x 84	90/90	B				26.95
	240	11			108 x 84	135/135	B				49.95
*Convertible Snap-fitted Corners											
SLUMBEREST--Slumberest Co., Box 234, Georgetown, Ky.											
Imperial	2275	6	Pink, Blue, Green, Red, Beige, Yellow	100% Acrylic	66 x 84	135	A	Yes	Yes	11 Settings	31.95
	2575	6-10			80 x 84	180	A				36.95
	2675	7-10			80 x 84	180	B				42.95
	2375	10			108 x 84	135/135	B				74.95
Reversible	2276	6-7	*	55% Rayon, 25% Acrylic, 20% Cotton	66 x 84	135	A				29.95
	RPF										
	2576RPF	7-3	*	Same	80 x 84	180	A				34.95
	2676RPF	8-3	*	Same	80 x 84	180	B				39.95
*One Side Solid, One Side Plaid: Pink/White Plaid, Pink Solid; Blue/White Plaid, Blue Solid; Beige/White Plaid, Beige Solid.											
Deluxe	2276	6-7	Pink, Blue, Green, Red, Beige, Yellow	50% Rayon, 25% Acrylic, 25% Cotton	66 x 84	135	A	Yes	Yes	11 Settings	27.90
	2576	7-3			80 x 84	180	A				29.95
	2676	8-3			80 x 84	180	B				34.95
	2376	9-11			108 x 84	135/135	B				69.95
Winterwarm	2277*	6/9	Pink, Beige, Red, Turq., Blue, Green	70% Rayon, 20% Cotton, 10% Acrylic	66 x 84	135	A				19.95
	2077*	7-3			72 x 84	180	A				22.95
	2677*	8			80 x 84	180	B				29.95
	2377	11			108 x 84	135/135	B				59.95
*Avail. in Poly Zippered Storage Bag Instead of Gift-Type Box. All Models Above Nylon-Bound, Snap-Fitted Bottom Corners, Machine Washable											
Royal Castle	2769	4-10	Pink, Blue, Green, Beige	80% Rayon, 20% Cotton	63 x 84	135	A	Yes	Yes	11 Settings	17.95
	2069	4-14	Same	Same	72 x 84	180	A				19.95
	2169	5-6	Same	Same	72 x 84		B				24.95
Weatherwarm Lightweight	1822*	4-3	Blue/Pink	Cotton	70 x 88	90	A				15.95
	1922*	5	Same	Cotton	70 x 88	90	B				20.95
*Also Avail. in Two-Tone Blue W-Pink on White & Pink W/Blue on White. \$1 Addl.											
Slumberest Coverlet	1801*	4-7	Blue/Pink/White	Cotton Plisse	70 x 84	90	A				15.95
	1901*	5-2	Same	Same	70 x 84	90	B				20.95
	1601*	5-5	Same	Same	96 x 84	140	B				39.95

*Avail. in Retail or Mail Order Packaging, Same Price.

AN EM WEEK EXCLUSIVE:

Specifications For Electric Bedcovers

MODEL NAME	MODEL NUMBER	WEIGHT	COLOR	MATERIAL	SIZE (A) SINGLE (B) DOUBLE (C) OTHER	WATTAGE	(A) SINGLE (B) DUAL	ON-OFF SWITCH	CONTROLS ILLUMINATED DIAL	RANGE OF TEMP SETTINGS	SUGGESTED RETAIL PRICE
SLUMBEREST (Continued)											
Winterwarm Coverlet	1823*	3	Pink/Blue, Wt.	Cotton Plisse	70 x 84	90	A	Yes	Yes	11 Settings	\$14.95
	1923*	4	Same	Same	70 x 84	90	B		Yes	Same	19.95
*Avail. in Retail or Mail Order Packaging At Same Price											
Electric Mattress Pads	3312*	3-14	White	Muslin Cover, Non-Allergenic	39 x 76	45	*		NI	Low/Med/High	14.95
	3712**	4-2		Filling	39 x 76	45	**			11 Settings	17.95
	3212	4-14			54 x 76	50	*			Low/Med/High	16.95
	3612	5-2			54 x 76	50	**			11 Settings	19.95
*3-Pos. Switch **Automatic Control											
Slumberest Models for Department Stores and Selected Retail Accounts:											
Beautywarm	2270	NI	Pink/Blue/Gr./ Yel./Red/Bg.	100% Acrylic	66 x 84	135	A	Yes	Yes	11 Settings	24.95
	2570				80 x 84	180	A				29.95
	2670				80 x 84	180	B				34.95
	2370				108 x 84	135/135	B				59.95
Slumber Warm	2271	1	Pink/Blue/Gr. Bg./Red/Turq.	70% Rayon, 20% Cot., 10% Acrylic	66 x 84	135	A				18.95
	2071				72 x 84	180	A				19.95
	2171				72 x 84	180	B				24.95
	2571				80 x 84	180	A				21.95
	2671				80 x 84	180	B				26.95
	2371				108 x 84	135/135	B				49.95
Reposa	2774		Pink/Blue Gr./ Bg./Red/Turq./ Lilac	70% Ray., 20% Cotton., 10% Ny.	66 x 84	135	A				9.25
	2074				72 x 84	180	A				9.50
	2174				72 x 84	180	B				12.00
	2574				80 x 84	180	A				10.15
	2674				80 x 84	180	B				12.65
	2374				108 x 84	135/135	B				24.40
Penton	2720		Pink/Blue Green/Beige	80% Rayon, 20% Cotton	63 x 84	135	A				8.75
	2020				72 x 84	180	A				9.00
	2120				72 x 84	180	B				11.50
Slumber-Lite (Lightweight Blanket)	1824		Pink/Blue/ White	Cotton	70 x 88	90	A				12.95
	1924		Same	Cotton	70 x 88	90	B				17.95
Slumberette (Coverlet)	1825		Pink/Blue White/Yellow	Cotton Plisse	70 x 84	90	A				12.95
	1925		Same	Same	70 x 84	90	B				17.95
	1625		Same	Same	96 x 84	140	B				34.95
Slumber Pad (Mattress Pads)	3313		White	Cotton	39 x 76	90	*			Low/Med/High	10.95
	3213				54 x 76	90	*			Same	12.95
	3713				39 x 76	45	**			11 Settings	12.95
	3613				54 x 76	50	**			11 Settings	14.95
*3-Pos. Switch ** Automatic Control											
SUNBEAM AUTOMATIC--Sunbeam Corp., 5600 W. Roosevelt Rd., Chicago, Ill.											
Standard	ESB	6.8	Beige, Green, Pink, Blue	70% Rayon, 20% Cotton, 10% Nylon	72 x 84	180	A	Yes	Yes	LO, 1-9, HI*	24.95
	EDS	7.4		Same	72 x 84	180	B				29.95
	ETB	6.5		Same	63 x 84	135	A				19.95
Deluxe	SDB-4	7.5		55% Ray., 25% Acrylic, 20% Cot.	80 x 84	180	A				34.95
	DDB-4	8.3		Same	80 x 84	180	B				44.95
	STB-1	6.8		Same	63 x 84	135	A				29.95
*Each Step 5° F. Apart											
UNIVERSAL--Landers, Frary & Clark, 711 Fifth Ave., New York 22, N.Y.											
	7616*	8 1/2	Pink, Blue, Beige, Green	80% Rayon, 20% Cotton, Nylon Bd.	63 x 84	180	A	Yes	Yes	11 Settings	19.90
	7620*	9	Same	Same	72 x 84	180	A	Yes	Yes	11 Settings	21.50
	7621*	10	Same	Same	72 x 84	180	B	Yes	Yes	11 Settings	27.50
*Depending on Color											
WESTINGHOUSE--Westinghouse Electric Corp., Portable Appliance Div., 246 E. 4th St., Mansfield, Ohio											
Parkwood	BP15	7	Pink, Blue, Beige	82% Rayon, 18% Cotton	60 x 84	135	A	Yes	Yes	LO-HI, 10 Steps	17.95
	BP25	7	Same	Same	72 x 84	180	A				19.95
Royal Lady	BL15	7	Pink, Blue, Green, Beige	10% Acrylic, 70% Rayon, 20% Cot.	60 x 84	135	A				19.95
	BL25	7			72 x 84	180	A				24.95
	BL35	7 1/2			72 x 84	180	B				33.95
	BL45	15			108 x 84	135/135	B				64.95
Royal Crest	BC15	8	Pink, Blue, Gr., Bg., Wht.	100% Acrylic	63 x 84	135	A				29.95
	BC25	9			72 x 84	180	A				34.95
	BC35	10			80 x 84	180	B				44.95
	BC45	16			108 x 84	135/135	B				79.95
Electric Sheets	BS15	3 1/2	White	Cotton Plisse	70 x 84	135	A				19.95
	ES571	3 1/2	White	Same	70 x 84	135	A				17.95
	ES572	4 1/2	White	Same	70 x 84	135	B				24.95

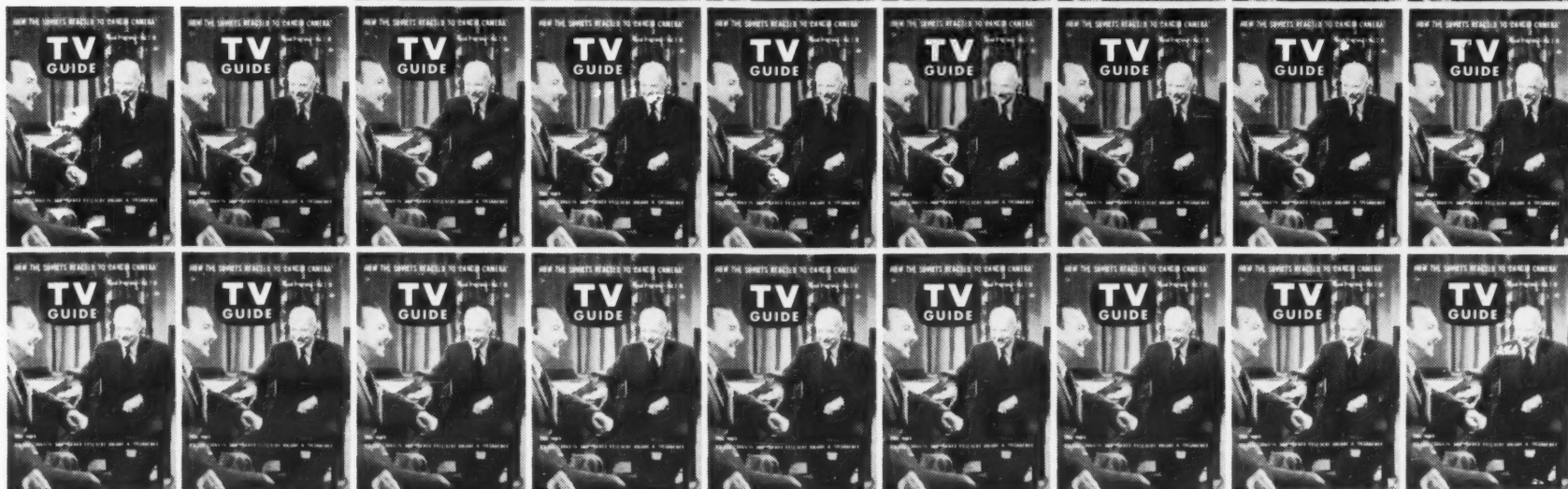
THIS BOOM HAS A SOLID BASE!

Every magazine interests somebody. Most advertisers count on interest as well as "bodies." And the measurement of interest for an editorial product is not unlike the acid test for your own product—what happens to it in the marketplace?

This explains the growing advertising investment in TV Guide based on today's magazine marketplace. More people will spend more money (50 million dollars) for TV Guide this year than for any other magazine published, regardless of cover price or frequency of issue.



*America's Best-Selling
Weekly Magazine*



\$50 MILLION

OCTOBER 23, 1961

new products



KELVINATOR Reviews CBI Advances In Its Appliance Line

Under its almost 2-year old "Constant Basic Improvement" approach to product development, Kelvinator has made many advances in its refrigerator, freezer, range, laundry, and air conditioner lines.

Introduced for the first time were a new refrigerator interior design which increases usable storage space; a moisture-measurement device for clothes dryers; and the latest in electric range developments.

Quiet refrigerator operation, increased capacities, and 54 additional improvements in quality, appearance or function have been incorporated into Kelvinator's latest refrigerators; 5 basic models plus the Foodarama comprise the "Constant Basic Improvement" line.

High speed compressors maintain temperatures in automatic defrosting fresh food compartments and provide safe temperatures in freezer compartments. An increase of 6/10ths cu. ft. is achieved by redesigning the mounting system for compressors (the bottom of the back wall was deepened, providing increased capacity without expanding exterior dimensions). The Polarsphere compressor has been soundproofed by adding glass fiber insulation. No refrigerator is taller than 5 ft. 5 in. for greater accessibility; "Golden Touch" color styling has been incorporated into new plastic trim; sliding metal shelves; slim exterior handles on refrigerator, freezer and ranges are other features.

Two basic "No Frost" 17 cu. ft. Foodaramas have a system which reverses the flow of refrigeration gases to eliminate frost from shelves, packages and walls. Freezers have 5 cu. ft. capacity, refrigerators 12 cu. ft. In the refrigerator section there are full-width high-humidity compartments at top for vegetables and fruits; porcelain meat drawer with glass cover below second shelf; pull-out pantry basket for bulky items at bottom, with portable egg basket that fits into it; full-width dairy chest; 3 pull-out shelves.

Freezer storage has handy door shelves; frozen juice and soup can shelves and flexible cabinet shelves. No. 992N has an automatic ice maker which makes ice crescents automatically and stores them; No. 961N is similar in capacity and features with full-width porcelain crisper for fruits and vegetables plus a humidity plate instead of circulating cold air system.

Two basic 2-door models have approximately 14 cu. ft. capacities in a choice of "No-Frost" freezer models with or without automatic ice maker and an automatic defrosting refrigerator model with manual defrost. Features include twin porcelain crispers, adjustable and pull-out shelves; and door shelves in freezer and refrigerator.

Two single-door 12.13 cu. ft. models offer a choice of pushbutton or manual defrost; all have full-width frozen food chests of 50 lb. capacity,

plus an additional 18 lb. capacity for a total of 68.6 lb.

No. 120 is a 5 cu. ft. roll-around model which can also be mounted on casters or built-in under counter or bar. Freezer holds 108 cubes at a time; tray under chest holds 6 lb. additional; 2 handy door shelves are extra deep for tall bottle storage; 2-part bottom shelf can be removed for flexible storage of bulky items.

Automatic washers with 90 engineering improvements and a new automatic termination dryer are featured in the CBI laundry line. All washers have Kelvinator's deep turbulent wash action, automatic pre-scrubbing, filter fountain and gearless drive mechanism. The washers use only 30 gal. water per load including as little as 6 gal. hot water; total cycle time is 33 min. Styling continuity has been maintained, and exterior colors are available in pink, turquoise, yellow and white; baked acrylic enamel resists staining and rusting; washer and dryers are 27 in. wide, 42 in. high and 28½ in. deep.

No. W-720, top-of-line model, provides completely pre-selected wash cycles for a variety of loads; it provides 6 automatic cycles including regular, delicate, wash-wear and woolen cycles; has 2 wash and spin speeds; the load-cycle dial starts washer and automatically regulates the time, amount water used, temperatures of wash and rinse waters and speed of agitation and spin. Other models in this series offer optional "suds

saver" features. Models with all porcelain cabinets are also available.

No. W-500, basic model of the "500" series, is fully automatic single speed model with 1 wash and 1 spin speed, and is also available with "suds back" suds and water saver, and in a 2-speed version with or without "suds back".

No. W-300, washer, combines basic wash action, including pre-scrubbing, filter fountain and deep turbulent rinsing in a modest price range; has water temperature guide with correct combinations of wash and rinse temperatures for regular or delicate fabrics; a water temperature selector and load-cycle dial. It matches the 300 dryer, both of which are available in a choice of exterior colors.

Automatic termination dryers (DE-720 (electric) and DG-720 (gas) are new automatic dryers that let the user eliminate time settings regardless of load size. Settings are determined by type of load (wash-wear, regular or heavy fabrics); when clothes are dry, the dryer stops automatically; a thermostat measures temperature of exhaust air; when exhaust air temperature rises, indicating clothes are dry, the heat is turned off automatically. The dryer also has the regular timed drying cycles up to 60 min.; built-in fabric drying guide indicates timed or automatic termination drying selections for home-maker; each drying cycle has no-heat tumbling at the end of dry fabrics with minimum wrinkling.



new products

CONTINUED

DE-520 and DG-520 dryers have 3 drying cycle selections including wash-wear; they match the 500 series washers.

DE-300 and DG-300 have many features of the deluxe models, such as wrinkle-free drying, automatic time cycle dial and "no-heat" operation. Latest Kelvinator ranges incorporate 22 engineering improvements, which are "under the skin". There are 3 basic range models each available in 30 or 40-in. sizes. Features include multi-heat broiling: instead of raising or lowering the grill for proper broiling, the desired heat is selected by means of a dial; automatic surface cooking which maintains frypan accuracy by selecting desired temperature and letting thermostat do the thinking.

Among the new improvements are additional insulation and lubrication for quieter operation of storage compartments; new more accurate thermostat control of surface cooking temperatures; oven windows for checking cooking progress; slimmer styling; and removable aluminum drip pans and chrome rings; divided top and non-spill rim; even-heat-flow ovens; fast pre-heat; automatic oven timer; and the use of aluminum foil on all sides (top, bottom, back and both sides) for greater cleanliness; plus a choice of pink, yellow, turquoise, copper or white exterior. Four new basic room air conditioner

series by Kelvinator feature high speed cooling, flexibility of installation, permanent foam filter.

"**Spacette**" series includes 2 models that are only 14½ in. wide, and can be easily installed in windows 16 to 40 in. wide, conventional or steel casement.

"**Magic Mount**" series consists of 4 models readily installed in pre-assembled "cradles" that require no screws or bolts.

"**Custom**" series includes 3 models with high cooling capacities, 3-speed master switch and 4 rotating air deflectors that give complete air circulation.

"**Giant**" series consists of 2 extra-large capacity models designed for large, open areas in homes, or for small business places.

All have permanent foam filters containing a germicidal additive which keeps air pure and clean. Filters may be washed or vacuumed to remove dust, pollen or mold. All have new magnetic front which eliminates screws or knobs for easy removal of filter.

"**Magic Mount**" and "**Custom**" models are available with the electro-magnetic filter equipped with a small generator which charges the filter to electro-statically attract and hold airborne dust, dirt, pollen and smoke. Air flow actuates the generator. They are also available with reverse cycle heating as well as cooling. All are certified by NEMA as to cooling performance as indicated by Btu rating. Kelvinator Div., American Motors Corp., Detroit, Mich.



Kelvinator "Spacette"



Kelvinator "Magic Mount"



Model T1800
19" Portable TV \$178.00*
Available as Model R1818
with Wireless Remote Control

GET & FORGET

19-INCH
Emerson
PORTABLE TV
WITH
PERSONAL LISTENING
AND SLEEP SWITCH



This Full Power Transformer chassis TV is the most POWERFUL sales-getter in the industry with the new Sleep Switch timer that allows your customers up to 3-hours' playing time, then shuts TV off automatically... and the exclusive Personal Listening attachment for private listening... plus all the quality Emerson features your customers want. Get in on the BIG volume profit picture with this sensational portable TV value. Write, wire, or phone your Emerson distributor today!

1172 sq. in. viewable area
*Suggested list. Slightly higher in some areas.



Emerson

680 FIFTH AVENUE, NEW YORK 19, N. Y.



CASWELL SPEARE PUBLISHER

DALE R. BAUER ADVERTISING SALES
MANAGER

Philip G. Weatherby, General Manager, Home Goods Data Book; Robert P. Green, Promotion Manager; Henry J. Carey, Director of Market Research; Peter Hughes, Production Manager; Marie Restaino, Production Assistant.

DISTRICT MANAGERS:

NEW YORK: Philip G. Weatherby, Sanford Wiedenmayer, 500 Fifth Avenue, N.Y. 36, N.Y., OX. 5-5959.

PHILADELPHIA: H. Sherman Davis, 6 Penn Plaza, Philadelphia 3, Pa., LO. 8-4300.

ATLANTA: Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

CHICAGO: Edward J. Brennan, Bruce Tepaske, 645 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

DALLAS: John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

DETROIT: Robert J. Scannell, 856 Penobscot Bldg., Detroit 26, Michigan, WO. 2-1793.

HOUSTON: Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

LOS ANGELES: Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

SAN FRANCISCO: Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

PORTLAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

IF YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING WEEK** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING WEEK**, 330 W. 42nd St., New York 36, N. Y.

NEW

Name.....

Address.....

City.....

Zone..... State.....

Company..... Title.....

OLD

Name.....

Address.....

City.....

Zone..... State.....

**ELECTRICAL
MERCHANDISING
WEEK**

330 W. 42nd St., N.Y. 36, N.Y.

new products

CONTINUED

NORCOLD Refrigerator

A compact portable refrigerator is announced by Norcold.

Called the Bartender, this refrigerator has a genuine walnut cabinet. Its appearance adds to the family room, den, bar or recreation room and complements any decor scheme.

Available with legs and casters, it can be wheeled outdoors to a patio or pool area, and is handy for outdoor barbecues or parties. It is also suitable for use in executive and business offices. It has large capacity and holds the tallest bottles; shelves are removable and ice-cubes are made quickly. The unit operates silently from any 110-115v ac or dc



outlet; is 33 in. high with legs and casters (21 $\frac{3}{4}$ in. high without legs and casters); 21 $\frac{1}{2}$ in. wide and 21 $\frac{1}{4}$ in. deep.

Price, \$199.95, Norcold, Inc., 5111 W. Washington Blvd., Los Angeles 16.

SPEED QUEEN Coin Operated Dry Cleaner

A coin operated dry cleaning unit with a 20-in. dry-to-dry cycle using perchlorethylene is announced by Speed Queen.

To be offered in self-contained banks of two 8-lb. capacity units, the new short cycle cleaners supersede a long cycle, 4-unit bank announced some months ago.

Speed of the new unit is accomplished by rapid, forced recirculation of warm, perc laden air through a quick chill condenser, which utilizes perc as a refrigerant. During the drying cycle, warm air moves through the closed system at a rate sufficient to heat and chill each particle of air once every 3 seconds. The perc used in the condensing unit is kept completely separate from the perc used in the dry cleaning proc-



ess. An initial 40-gal. fill will operate the condenser for an indefinite period of time, since the low temperature at which it is handled prevents loss due to evaporation from the nearly closed system.

The dry cleaner itself has a capacity of 100 gal.

Each bank of 2 units will include as standard equipment, a filtration unit with 1000 gph capacity; offered as optional equipment is a filtration, cooker, cooler and still combination; either unit can be installed at the side of, or behind the dry cleaning unit.

Other features include a built-in coin meter which can be changed to accept from 1-12 quarters; an easily accessible hopper for addition of filter aids and detergents; a 2-hp hermetic refrigeration unit for chilling of perc used in the condenser; a large cleanout plate on rear tank wall; a super size lint and button trap which is accessible from the rear. *Speed Queen, Div. McGraw-Edison Co., Ripon, Wis.*

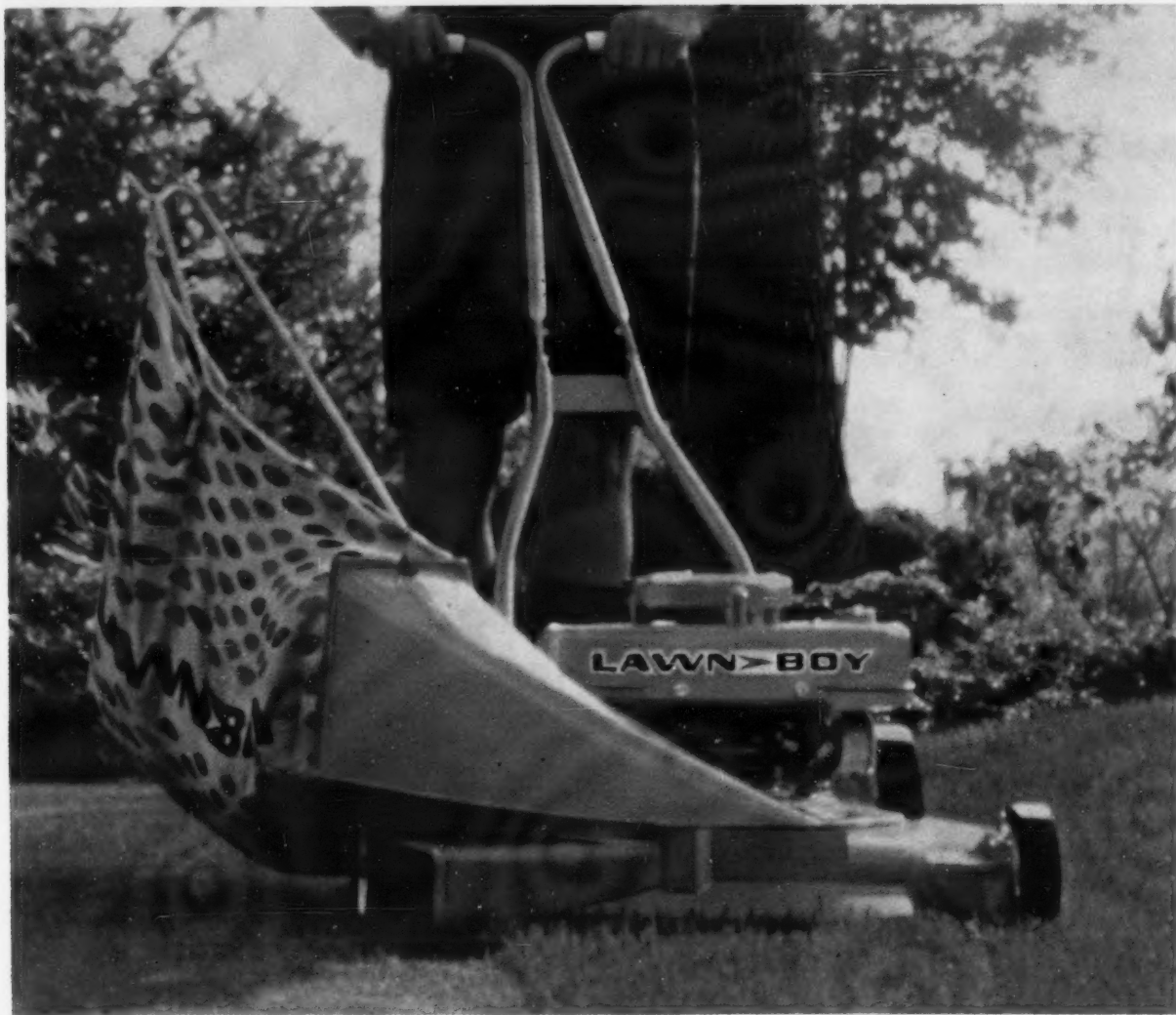
SEARS ROEBUCK Color TV

Sears, Roebuck & Co. announces the introduction of a new line of color TV sets carrying the company's brand name, Silverstone.

The new color sets utilize a hi-fi American-made picture tube reported to give a 50% brighter picture than previous models; and comprise a console and 2 console models, available in UHF and VHF. A simplified tuning system which requires only 2 controls for adjustment of color hues has been incorporated into all models.

The 21-in. picture tube with 261-sq. in. viewable area; 35 receiving tubes in the chassis feed 24,000v of picture power to the tube; "up front sound" from speakers located in front of cabinet; stereo input terminals; an automatic pushbutton circuit breaker to protect against overload, and an all-range tone control are other features.

Prices will range from \$499.95 to \$579.95. *Sears, Roebuck and Co., 925 S. Homan Ave., Chicago 7, Ill.*



DUAL PURPOSE. "Clean-sweep" grass and leaf catcher snaps on and off. Pick-up cone works out front, bag opens extra wide for easier emptying. Converter plate for conventional mowing. **MORE POWER.** New engines provide over 50% more power at cutting speeds — won't stall in high, heavy grass. **INSTANT STARTING.** Hottest ignition spark in the business. Lawn-Boy starts with one pull every time. **MAGNALITE® HOUSING.** A full third lighter than aluminum, yet tougher. That means easier pushing, greater maneuverability. **SIX CUTTING HEIGHTS,** adjustable without tools. **SAFETY APPROVED.** Meets or exceeds ASA safety standards (Bulletin B71.1).

You'll clean up with the new '62 LAWN-BOY
(and so will your customers)

ORDERLY DISTRIBUTION. A selected dealership selling a highly respected name. **TOP DOLLAR PROFITS.** No need to cut the price to sell Lawn-Boy. Big "dollar profits" mean a better return on your selling efforts. **EFFICIENT SERVICE.** With 3,600 dealers across the

nation, customers can count on fast, expert, factory-authorized service. **SELLING SUPPORT.** Big-space, full-color advertising in leading national magazines pulls prospects and makes your job easier. And you get all the merchandising material you need. Call your Lawn-Boy distributor today or write Lawn-Boy, Waukegan, Illinois for more information. *Trademark



LAWN-BOY 19" QUIET-FLITE — sound-conditioned for the quietest hum in power mowing. Never disturbs neighbors.



LAWN-BOY 18" SPECIAL — easy handling plus real economy. Lightweight, specially built for smaller lawns.



LAWN-BOY 24" RIDER MOWER — cuts more than an acre an hour. Mower unit is easily detachable for trimming.



LAWN-BOY HOBBY GARDENER — takes the work out of gardening. The power weeder, hoer, edger and tiller.



LAWN-BOY MASTER GARDENER — rugged, 3 hp, tills 16" swath 6" deep. Light, 2 $\frac{1}{2}$ hp sub-zero weather. Throws tiller is also available.



SNOW BOY — clears drive-ways and walks in minutes. Starts quick even in snow in any direction.

ON OCT. 29

Motorola builds dealer sales and prestige with the biggest, most dramatic show ever televised

Powerful 2-hour drama stars
SIR LAURENCE OLIVIER
in "The Power and the Glory"

CBS PRODUCTION OF GRAHAM GREENE'S FAMOUS NOVEL
REPRESENTS THE COSTLIEST PRODUCTION IN TV HISTORY
... REQUIRING 40 MASSIVE SETS PLUS A CAST OF 151




"The Power and the Glory" starring Sir Laurence Olivier, will be shown Oct. 29, 9 to 11 P.M. (EST) on CBS. Costars include Frank Conroy, Cyril Cusack, Patty Duke, Mildred Dunnoek, Martin Gabel, Thomas Gomez, Julie Harris, Roddy McDowall, Tim O'Connor, George C. Scott, Fritz Weaver and Keenan Wynn.

Over 30 million people are expected to watch this outstanding show—probably the most publicized, talked about TV event of *any* season.

Every viewer in your trading area will get a close-up look at the smart styling and new ideas Motorola brings to TV, stereo hi-fi and radio . . . *and right at the time when millions are ready to buy.*

Rarely has there been an opportunity like it. Call your Motorola distributor. He's the man to see for all the details . . . *plus* news on other big Motorola promotions coming up.

 **MOTOROLA**
Manufactured in Canada by Seabreeze Manufacturing Ltd., Licensee
new leader in the lively art of electronics

Phones will ring today with extra Profits!



IT'S MONDAY, OCTOBER 23
PHILCO DAY, U.S.A.

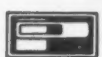
Here's what happens: Bells are ringing all over the U.S.A. today...bells that mean money in the bank for Philco dealers! Some time today your Philco salesman will be phoning you with PHILCO DAY SPECIALS so hot they'll Burn Up the wires! Stand by for his call...be ready to cash in. GET THESE DEALS: 📞 **Brand new Vivid Vision Console at a table model price** 📞 **All New Philco Horizontal Console value!** 📞 **Hi-Fi Specials with fabulous record offers** 📞 **Hot Radio Buys** 📞 **Plus other One-Day Only Deals!** Yes, we're shooting the works to make 1961 Philco Day U.S.A. the Day of Days for Philco dealers. Stay near your phone...don't miss your Philco distributor's call.

PHILCO'S ON THE MOVE!

GO

WITH

PHILCO®



Famous for Quality the World Over

new products

CONTINUED

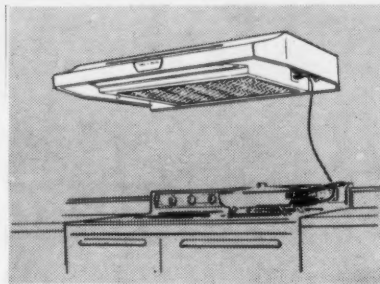
MONITOR Ventless Hood

Utilizing a scientifically effective filtering system of extra large capacity, the ventless hood by Monitor employs the same air purifying principle used in U. S. Navy submarines and army kitchens. An extra large, activated charcoal filter, 11x22x½ in. absorbs smoke and odors.

A separate, fine mesh aluminum grease filter absorbs greasy fumes so that no grime producing deposits can form on kitchen walls and ceilings.

Hood is installed readily on wall or under an overhead cabinet without vents, ducts or carpentry and plugs into any kitchen outlet.

Hood is available in 30-in., 36-in.



or 42-in. lengths in white enamel, coppertone or stainless steel. It comes equipped with an electric light for illumination over stove area. Blower is quiet and driven by a lifetime lubricated electric motor. Filters snap out for ready replacement or cleaning. Grease filter is easily cleaned in detergent and hot water. Monitor Equip. Corp., 640 W. 249 St., New York 71, N. Y.



ABCO Multiplex Adapter

ABCO announces a transistorized multiplex adapter that converts any conventional FM tuner or receiver into full hi fi stereo. The self-contained and self-powered adapter converts FM broadcast into a fully mixed and compatible stereo signal and not just the right and left channels.

The front panel stereo balance control knob equally mates these channels for optimum balance. The adapter provides these 2 channels in the 0 and 15,000 cps range.

No. 611 Multiplex Adapter is easily attached to all discriminator-type multiplex tuners or to any other FM unit by going to the center tap of the discriminator of the FM radio or tuner. The adapter features a simple switching arrangement. In addition to the balance control knob, there is a 2-way switch for FM and Multiplex.

It contains 4 long-life transistors and requires no warm-up or outside power source. All units are factory adjusted and aligned and measure 3x4x5 in. deep.

Price \$40.00. ABC Electronics, Inc., 611 Brookhaven Drive, Orlando, Florida.

GENERAL ELECTRIC Air Conditioner

The new G-E "Quik-Attach" air conditioner, No. TA22G, has 2-ton capacity and was designed to combine the flexibility of the split-system air conditioner with the factory-sealed advantages and installation ease of integral units.

With this "Quik-Attach" system the condensing unit can be installed outdoors in any convenient location; the cooling coil, after being mounted in place, is connected to the outdoor unit with pre-charged tubing, using G-E developed "Quik-Attach" fittings. The connecting tubing is available in several convenient lengths for ease of installation. It provides faster, less expensive installations, and does away with the many brazed joints used to connect "conventional" split-system air conditioning equipment—the less joints, the less possibility of annoying, hard-to-find, costly refrigerant leaks. In addition to the connectors, the new unit features the G-E Spine-Fin condensing coil, which is made of thousands of tiny aluminum "spines" which literally "comb" the heat from the air, and are up to 50% more efficient than ordinary plate-fin coils. It uses a hermetically sealed compressor. Units are factory assembled and furnished with an operating charge of refrigerant. Standard equipment includes the weatherized, air-cooled remote condensing unit, pre-charged connecting tubing with "Quik-Attach" valves, filter-drier, low-pressure cutout, 2-speed fan motor with permanently lubricated sealed bearings and cooling coil for indoor installation with either upflow or downflow furnaces. Accessories include a straightline design thermostat and coil enclosures. General Electric Co., Central Air Conditioners, Troup Highway, Tyler, Texas.



ONLY trouble-free BSR

adds these profit-savers
to your hi-fi sales...

Built-in BSR... world's favorite changer... helps to satisfy your customers and conserve your profits, in the famous hi-fi lines you sell! BSR is designed, and mass-crafted with precision controls, to achieve longest lasting quality in fidelity and mechanical efficiency. This BSR dependability is nationally advertised in many leading magazines... featuring the sets you sell... adding profit-winning values to profit-saving values! BSR, the "550,000-play" changer, is built in to serve you.

BSR meets the highest standards of fine "packaged" hi-fi

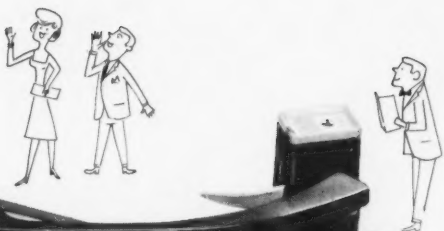
■ Plays at all speeds... plays all record sizes intermixed ■ Light, skip-free tracking, as low as 2½ grams, protects both records and fidelity... tone arm adjusts to all cartridge compliance requirements ■ Hum-free, rumble-free shielded motor has extra power, precision balance, full rubber suspension ■ Concentrically weighted heavy turntable stops flutter and wow ■ Completely tropicalized, humidity-proof ■ Detailed specifications, service charts and parts list on request.



Better Sound Reproduction



CRAFTED IN GREAT BRITAIN BY BIRMINGHAM SOUND REPRODUCERS, LTD.
Distributed in U. S. by BSR (USA) LIMITED, College Point 56, L. I., N. Y.
In Canada: Musimart Ltd., 901 Bleury Street, Montreal



Advertising the sets you sell in

LIFE LOOK POST

and other leading publications.

This is the big dishwasher line

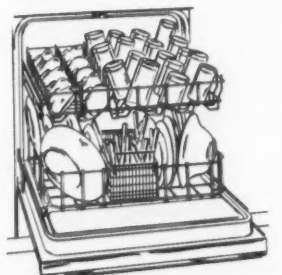


Portable Model SP-402

Top portable, bigger, more powerful than any other. No hand rinsing or scraping, new 3-way washing action, new Lift-Top rack for easy loading.

*washes, dries place settings for 15 people

All three of these undercounter models have drop doors.



*NEMA Standards. General Electric holds more place settings for more people than any other dishwasher.

Ready now for the big Christmas selling season.

for 1962 It has built-in sales appeal and profits for you. It has the biggest capacity* portable and drop-door models made. It has more exclusives, including the new 3-way washing action and Power Shower. It has more models, more colors and a wider price range, including a crowd-wowing model at about \$149.95. And it is backed by the biggest advertising and sales-promotion program in dishwasher history!



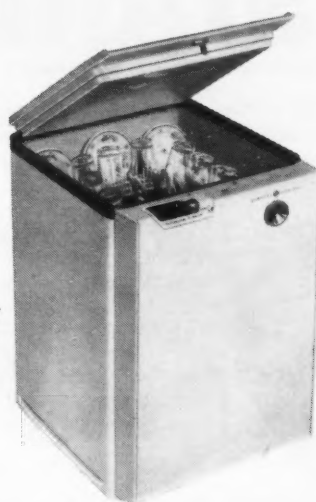
MODEL SP-50W

Exclusive Power Shower, Flushaway Drain . . . 3-cycle push-button control.
*washes, dries place settings for 12 people



MODEL SP-202

Exclusive 2-way dishwashing action . . . Exclusive Power Shower and Flushaway Drain.
*washes, dries place settings for 12 people.



MODEL SP-102

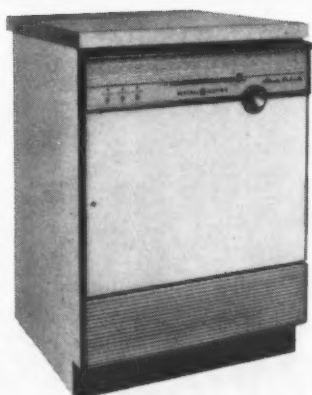
Lowest price ever for a Mobile Maid®. Advertised at about \$149.95.
*washes, dries place settings for 12 people.

Progress Is Our Most Important Product
GENERAL ELECTRIC



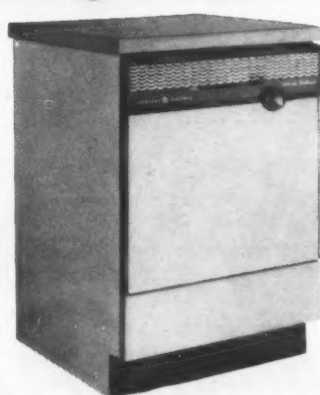
MODEL SD-402

3-way washing action, 3-cycle push-button control, Sparkling Rinse Dispenser.
*washes, dries place settings for 16 people.



MODEL SD-302

Exclusive 3-way washing action.
*washes, dries 15 place settings.



MODEL SD-202

Exclusive 2-way washing action.
*washes, dries place settings for 14 people.





Standout Model 45P24 4-speed automatic has three 6" speakers, 12-watt power output. Automatic record changer—11" turntable. Detachable remote speaker enclosures have electro-contact hinges—need not be plugged in when attached to cabinet. 18" audio extension cable. Morocco Brown luggage-style case.

ANNOUNCING...

STEREO STANDOUTS

... Newest Way to Make Money in STYLE. Put these new, high-style beauties on your shelves and stand back! Stereo shoppers just can't miss them among all those look-alikes, sell-alikes.

The never-before styling approach uniquely integrates remote speaker enclosures in handsome, luggage-type cases. Fresh, "decorator"

smartness like that is bound to catch the eye just as the rich stereo tone charms the most critical ear.

Remember, too, these standouts are competitively priced to sell right down with the pack. So it's easy to see the extra profit possibilities in these most stylish of stereos. Check with your Sylvania distributor today to make sure you'll share in the stocks available for Christmas!



Standout Model 45P22 4-speed automatic has extension sound enclosure that plays through cabinet grille when not used as a remote. Dual 5" speakers. 9' speaker extension cable.

Standout Model 45P23 4-speed automatic has custom component styling. Includes two 6" and two 4" speakers in remote enclosures that form top of unit for carrying. Plays all sizes and speeds—monaural or stereo.

Standout Model 45P21 4-speed automatic weighs just 15 lbs. Dual 4" speakers in remote sound enclosures that fold to form top of unit. Plays monaural and stereo records.

Quality you can bank on in TV, Stereo, High Fidelity and Radio

Sylvania Home Electronics Corp., Batavia, N. Y.

SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS



LAURENCE WRAY EDITOR

ROBERT K. MOFFETT MANAGING
EDITOR

Anna A. Noone, Associate Editor, New Products; B. H. Schellenbach, Copy Chief; Philip Noehlin, Associate Editor; Warren S. Ackerman, Associate Editor; Donald S. Rubin, Associate Editor; Jules Abend, Associate Editor; James Buchanan, Assistant Editor; Jonathan Holstein, Assistant Editor; Robert Kniffin, Assistant Editor; Avis Pomeranz, Staff Writer. FIELD EDITORS: Nicholas G. Rekas, Midwest Editor; Martha Alexander, Editorial Assistant; Howard Emerson, West Coast Editor; Wayne R. Smith, Editor of Home Goods Data Book. RESEARCH DEPARTMENT: Marguerite Cook, Research Director; James F. Shea, Research Assistant; Marjorie Fisher, Assistant, Chicago. ART Director; Richard F. Granald, Assistant Art Director; Peter Saladino, Art Assistant; Dorothy Miller, Production Editor.

DEPARTMENT OF ECONOMIC SERVICES: Douglas Greenwald, Manager; Dexter Keezer, Advisor. NEWS BUREAU: John Wilhelm, Director, World News; George Bryant, Director, Washington Bureau; ATLANTA: B. E. Barnes; CHICAGO: Stewart W. Ramsey; CLEVELAND: Arthur Zimmerman; DALLAS: Marvin Reid; DETROIT: Donald MacDonald; LOS ANGELES: Kemp Anderson; SAN FRANCISCO: Jenness Keene; SEATTLE: Ray Bloomberg; LONDON: John Shinn; MOSCOW: Ernest Conine; BONN: Pete Forbath; PARIS: Robert Farrell; TOKYO: Sol Sanders; CARACAS: John Pearson; MEXICO CITY: Peter Weaver; BEIRUT: O. M. Marashian.

CASWELL SPEARE PUBLISHER

ELECTRICAL MERCHANDISING WEEK is published weekly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder. See panel below for directions regarding subscription or change of address.

EXECUTIVE, EDITORIAL, CIRCULATION and ADVERTISING OFFICES: 330 West 42nd St., New York 36, N. Y. OFFICERS OF THE PUBLICATIONS DIVISION: Nelson L. Bond, President; Shelton Fisher, Wallace F. Troendly, Senior Vice Presidents; John R. Callahan, Vice President and Editorial Director; Joseph H. Allen, Vice President and Director of Advertising Sales; A. R. Venezian, Vice President and Circulation Coordinator; Daniel F. Crowley, Vice President and Controller. OFFICERS OF THE CORPORATION: Donald C. McGraw, President; Hugh J. Kelly, Harry L. Waddell, Executive Vice Presidents; L. Keith Goodrich, Executive Vice President and Treasurer; John J. Cooke, Vice President and Secretary.

UNCONDITIONAL GUARANTEE: Our primary aim is to provide subscribers with a useful and valuable publication. Your comments and suggestions for improvement are encouraged and will be most welcome. The publisher, upon written request from any subscriber to our New York office, agrees to cancel any subscription if ELECTRICAL MERCHANDISING WEEK is unsatisfactory for any reason.

SUBSCRIPTION PRICE: Available only by paid subscription. Publisher reserves the right to refuse non-qualified subscriptions. Subscriptions to ELECTRICAL MERCHANDISING WEEK solicited only from dealers and/or distributors of appliances, radio-TV sets or housewares. Position and company connection must be indicated on subscription orders. Single copies: \$5.00. Subscription price in the United States and possessions: \$2.00 for one year.

Printed in Chicago, Ill.; second-class mail postage paid at Chicago, Ill. Title registered at U. S. Patent Office. © Copyright 1961, McGraw-Hill Publishing Co., Inc. Quotations on bulk reprints of articles available on request. All rights reserved, including the right to reproduce the contents of this publication, either in whole or in part.

SUBSCRIPTIONS: Send subscription correspondence and change of address to Fulfillment Manager, ELECTRICAL MERCHANDISING WEEK, 330 West 42nd St., New York 36, N. Y. Subscribers should notify Fulfillment Manager promptly of any change of address, giving old as well as new address, and including zone number, if any. If possible, enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective.

Postmaster: Send Form 3579 to ELECTRICAL MERCHANDISING WEEK, 330 W. 42nd St., New York 36, N. Y.

Next From Japan: The Latest On Possibilities, Problems

Faced with virtually a one-product export market to the United States, Japanese appliance and radio-TV manufacturers are constantly searching for new areas to develop here.

So far, they've found no easy follow-up to the transistor radio. The figures below illustrated part of Japan's problem:

BREAKDOWN OF PRODUCTION COSTS* 14-Inch Television Receiver

	Dollars	Percentage of Retail Price
Total Production Cost	\$63.61	47.7%
Parts, materials	36.94	27.7%
Misc. expenses	26.67	20.0%
Depreciation	.83	0.6%
Commodity Tax	12.50	9.4%
Producer's Net Profit	9.72	7.3%
Producer's Shipping Price	85.83	64.4%

Wholesaler's Profit	\$14.16	10.6%
Wholesale Price	100.00	75.0%
Retailer's Profit	\$33.33	25.0%
Retail Price	133.33	100.0%

	Dollars	Percentage of Retail Price
Total Production Cost	\$70.28	50.6%
Parts, materials	45.00	32.4%
Misc. expenses	25.28	18.2%
Depreciation	1.57	1.2%
Commodity Tax	20.83	15.0%
Producer's Net Profit	7.50	5.4%
Producer's Shipping Price	98.61	71.0%

Wholesaler's Profit	\$12.50	9.0%
Wholesale Price	111.11	80.0%
Retailer's Profit	\$27.78	20.0%
Retail Price	138.89	100.0%

*Source: Yamaichi Securities Co., Ltd.

These examples show that production costs leave a manufacturer profit margins of 7.6% on refrigerators and 11.3% on TV.

But anyone familiar with the U.S. market will immediately notice that the prices, even before cost of hauling the products across the Pacific is

added, put the Japanese at a serious disadvantage in the U.S.

European factories today are able to turn out an equivalent small refrigerator for 30% to 40% less than the Japanese prices indicated here, according to Gerald Caminer, vice president for imports at Uropa International. Uropa claims 40% to 60% of the imported electrical compact refrigerator business in the U.S., and its list prices on the small boxes start at \$99.

The size of the market for compact refrigerators, which Caminer estimates to be between 40,000 and 50,000 units for imports, is another inhibiting factor.

Giant Frigidaire just took another look at that market and decided not to tool up.

"At this time there isn't enough production to enter the market," explained Herman F. Lehman, general manager of Frigidaire.

The problems in TV are similar. Only Japan Victor is exporting standard television sets to the U.S. and some manufacturers here doubt that the company is making any money. An effort by Japanese manufacturers to sell their TV chassis to U.S. producers this spring fell flat mainly because they could offer only scant savings.

The key to the future could be product saturation in the Japanese home market. The Japanese have been successful in the export of products in which they have a selling base at home.

Production in Japan has been on the upswing and at the end of 1960 here's how saturation shaped up: TV, 36.5%; refrigerators, 9.2%; washers, 30.2%; electric cooking pots, 25.4%; cleaners, 5.7%; motor fans, 26.4%; portable radios 11.2%. These figures, from Japan's Balance Bureau Report, are based on 19.4 million households.

The Japanese have used some strategy to keep exports moving by charging higher unit prices at home and by taking the profit from the domestic market and putting it into exports. Today, for example, you can find transistor radios selling in Tokyo for 20-30% more than the New York City retail price.

But the Japanese manufacturers are also facing a squeeze on profit margins, according to a recent analy-

sis by Yamaichi Securities Co., Ltd. The reason behind the decline will sound familiar to Americans: Intense competition.

Part of the problem Japanese manufacturers face is the inelasticity of the labor market. Because of social and traditional reasons, manufacturers maintain their labor forces even if the company is only breaking even.

Money is expensive in Japan. Japanese manufacturers seeking a loan may have to pay twice the rate a comparable U.S. company would pay here. A good Japanese company, for example, might pay 7-8%, and 10-20% interest rates are not untypical.

But opportunities are still there if certain arrangements can be worked out.

When a Japanese manufacturer doesn't have to borrow at home and can get his financing through letters of credit from U.S. importers who borrow in America, he can achieve substantial savings.

Production costs can also be cut, of course, if Americans are willing to supply new manufacturing techniques, whip design problems and supply marketing data.

Another step that would ease the way for Japanese exports: Giving U.S. distribution to American importers.

But while the Japanese are at least temporarily stymied in their attempts to find new products for America, their radio business is still rolling along. Here's a look at that market:

Total radio production (excluding toys)		
1960	12,851,000	
1959	10,025,000	
% CHANGE	up 28.2	
Value total production		
1960	194,166,000	
1959	157,666,000	
% CHANGE	up 23.1	
Value total radios exported		
1960	138,744,000	
1959	104,364,000	
% CHANGE	up 32.9	
Ratio-exported to over-all output		
1960	71.4%	
1959	66.7%	
% CHANGE	up 4.7	
Value of exports to U.S.		
1960	61,320,283	
1959	60,381,476	
% CHANGE	up 1.6	

What Japan Has Shipped to U.S. After 8 Months (Customs-Clearance Basis)

	1961			1960			% CHANGE		
	8 MONTHS UNITS	AVG. SINGLE UNIT \$	8 MONTHS VALUE	8 MONTHS UNITS	AVG. SINGLE UNIT \$	8 MONTHS VALUE	UNITS	\$ AVG. SINGLE UNIT	VALUE
RADIO RECEIVERS 3 or more trans.	2,282,570	\$11.25	25,717,027	2,500,824	\$13.30	33,261,953	- 8.73	- 15.41	- 22.68
TUBE RADIO	1,235,469	\$ 6.50	7,991,541	434,245	\$ 7.15	3,108,000	+ 184.54	- 9.10	+ 157.13
RADIO-PHONO	38,414	\$33.25	1,277,022	16,757	\$29.65	496,979	+ 129.24	+ 12.14	+ 156.96
TELEVISION	10,024	\$73.10	732,908	322	\$61.75	19,869		+ 18.38	
TOY TRANS.	2,847,649	\$ 2.60	7,366,337	1,360,093	\$ 3.00	4,074,096	+ 109.37	- 13.33	+ 80.81

What's In The Cards For Special Appliance Models?

Brand name variation models, well known to major appliance dealers in key metropolitan areas, will become even more important as a result of the new mass merchandising outlets.

Sources, wise in the ways of appliance retailing, feel that the revolution coming in retail selling within the next few years, will make it imperative for manufacturers to create something different for "almost" every type of store. They qualify with "almost" because they are not certain about the future of the small independent dealer.

What it means. Variation or special models are produced by a manufacturer in addition to his regular line. The units are modified slightly and carry different model numbers.

For the most part, this merchandise is not now designed for the small dealer. It goes to the department store, chain, large dealer and buying co-op. Generally, units are sold directly in carload lots or in more than carload quantity. There are exceptions: Some producers make different models available to selected small merchants; these are purchased

in lots of six.

Primarily, however, the purpose of variation appliances is to give the large user an item that can't be shopped and thus allow him to make more profit than he would on the regular competitive line.

Is it profitable for the manufacturer to put a variation model on the production line? Yes.

Market observers said that while New York is currently the most important area for this merchandise, dealer competition exists between

different types of stores. And it is growing in medium and large cities across the country.

The appliance producer plans accordingly. When he manufactures a special unit, he makes enough to supply the national market.

Even though this means the special lines become semi-exclusive rather than exclusive, the big boys are happy with them. They know a customer can't price shop unless she travels out of her way.

One New York buyer said, "In addition to the higher profit structure, variations have another side-benefit, they drive the shopper nutty."

As an example, in New York City, three chains in close proximity may have basically the same washer model. However store A, got a green backsplash; store B, a blue, and store C, a chrome. All of the units have different model numbers.

The small retailer wonders where this leaves him? Sources who supply and sell special units have done a great deal of rationalizing about this.

They come up with answers such as "We don't handle the regular lines, so the little dealers come out all right, they have what amounts to exclusive merchandise to sell." Or—"The small guy isn't affected because the large operations maintain prices on the variations."

The hard facts are, that (1) most of the special model users also have, or can get, the regular lines. When a customer does ask for a regular line model, the large operator has the advantage. He can sell her away from it to the higher profit variation. (2) On the other hand, the customer can hop from small merchant to small merchant and price shop. After all, the little guys have the same, regular merchandise; they can be clobbered on price.

Using New York City as an example again, one manufacturer, it was said, offers practically nothing but variations, with the regular line shown to accommodate those retailers who can't buy in any quantity.

Can the small retailer co-exist within the expanding pattern of special model production? Many suggestions have been made. Among them is the advice to join a co-op buying group which can get maximum pricing and command some variation appliances for its members.

One buyer for a large metropolitan New York chain said, "If I were a small dealer, I would either join a group, or buy as much as possible from transshippers."

However, while buying transshipped merchandise might give the little guy good pricing, according to one source at least, it's not going to help him get special models.

This man said that when he was working for a chain which also transshipped, the policy was to send the retailers the regular models and keep the specials for the chain's own outlets.

A small metropolitan New York dealer lives with the condition by learning about his close competition's variation models and the features that are being touted. He then either pitches the regular line model as superior, or he switches the customer to another brand—one which has more selective distribution and doesn't sell the large outlets.

Alas for him that there aren't too many of these brands around these days.

GIBSON APPLIANCES 85th ANNIVERSARY PROMOTION HAWAIIAN JET HOLIDAY SWEEPSTAKES PLUS PERFUMES OF HAWAII!

Here's a double-barreled power promotion from Gibson. Again this year, the fabulously successful Hawaiian Jet Holiday Sweepstakes. Free jet vacations for your customers in Hawaii, via Las Vegas, with entry blanks available only at your store—plus Perfumes of Hawaii!

The premium hit of the year! Exotic Hawaiian perfumes by famous Brownie of Honolulu Ltd. A \$3.00 value, available only through Gibson Dealers for \$1.00 . . . and it doesn't cost Dealers a cent!

No stocking or handling! Prospects order direct, but order forms are available only at Gibson Dealers. Nationally advertised in Good Housekeeping and Parents' magazine.

Complete display kit available now from your Gibson Distributor.



Hawaii calls... return with

VIA LAS VEGAS

Gibson

Gibson Refrigerator Sales Corporation, Greenville, Michigan, Subsidiary of HUPP Corporation

ACTION!



RADIO RECEIVER DEPARTMENT, UTICA, NEW YORK

THE STAGE IS SET FOR PROFITS WITH GENERAL ELECTRIC'S FM/STEREO RADIO

IT'S HERE NOW! Not on the drawing board, not in the test lab, but complete and ready to help you cash in on a brand-new market. FM/Stereo is the biggest home-entertainment news in years. It's already on the air in major cities, with more following every week.

DON'T WAIT—SELL NOW! General Electric's T-1000 can pull in profits right away. If your area doesn't have FM/Stereo, it will *soon*. And the T-1000 is ready to sell as an almost complete hi-fi sound system in itself. Along with FM/Stereo, it plays monaural FM and AM—even stereo records if a turntable is attached to the phono jack.

SIMPLE TO SELL because it's simple to operate. The T-1000 is *one* compact unit. Customers have only one dial to tune, one set of controls to adjust. There's only one amplifier, so the master signal and sub-carrier are sure to be phased properly. Speakers are perfectly matched. You can *sell* the T-1000 quicker than you can *explain* a complicated two-unit system.

FINEST PERFORMANCE—another important selling point. General Electric engineers pioneered and proved the FM transmission system adopted by the Federal Communications Commission. The FCC demanded high standards of quality for FM/Stereo broadcasting. The T-1000 was built to just-as-careful standards to bring your customers the true fidelity of this new sound.

CUSTOMERS ARE PRESOLD by General Electric's reputation for quality and dependability—and by the dramatic program of introductory advertising on the T-1000: *NEW YORKER*, *SUNSET*, *HOUSE BEAUTIFUL*, *HOLIDAY*. Plus sponsored FM/Stereo programs. Plus newspaper ads and promotional efforts by General Electric.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

ORDER NOW! Don't miss this new profit-making opportunity from General Electric, America's number one radio manufacturer. See your G-E radio distributor today!

More Dealers Are Selling More Kelvinator Appliances Because They Make More Profit With Kelvinator!

+26.6%

August 1961, vs. August, 1960

229.90
220.90
225.50
450.00
459.00
229.00
219.00
219.95
229.50
329.95
289.95
298.99
335.00
329.00
355.95
334.00
189.95
298.50
358.50
199.50
198.99
299.50
229.50
309.50
229.00
219.00
329.00
329.95
229.90
220.90
225.50
450.00
459.00
229.00
219.00
219.95
229.50
329.95
289.95
298.99
335.00
329.00
355.95
334.00
189.95
298.50
358.50
199.50
198.99
299.50
229.50
229.50

+13.7%

2nd quarter, 1961,
vs. 2nd quarter, 1960

298.99
335.00
329.00
355.95
334.00
189.95
298.50
358.50
199.50
198.99
299.50
229.50
309.50
229.00
219.00
329.00
329.95
229.90
220.90
225.50
450.00
459.00
229.00
219.00
219.95
229.50
329.95
289.95
298.99
335.00
329.00
355.95
334.00
189.95
298.50
358.50
199.50
198.99
299.50
229.50
229.50

+14.9%

July, 1961, vs. July, 1960

229.50
329.95
289.95
298.99
335.00
329.00
355.95
334.00
189.95
298.50
358.50
199.50
198.99
299.50
229.50
309.50
229.00
219.00
329.00
329.95
229.90
220.90
225.50
450.00
459.00
229.00
219.00
219.95
229.50
329.95
289.95
298.99
335.00
329.00
355.95
334.00
189.95
298.50
358.50
199.50
198.99
299.50
229.50
229.50

They make more profit because Kelvinator's long-standing policy limits dealer franchises to a reasonable number. There is less head-on "price-against-price" competition on the same brand.

They make more profit because Kelvinator devotes more engineering and manufacturing dollars to improving quality. This Constant Basic Improvement program means less make-ready expense and less after-sale service costs. Elimination of needless annual model changes has resulted in lower, better balanced inventories for dealers and has greatly reduced mark-downs.

They make more profit because Kelvinator

gives careful attention to providing outstanding values at the "top of the line." Kelvinator appliances offer more honest consumer benefits—such as lower operating cost, exclusive conveniences and proven dependability—to help dealers close sales with less emphasis on price.

They make more profit because Kelvinator earnestly tries to help dealers move appliances off their floors. Month after month, Kelvinator provides practical local-level selling programs, backed by large-space newspaper ads with dealer listings and effective promotional materials. These retail-minded Kelvinator sales activities are sending

customers onto Kelvinator dealer's floors.

As more dealers find out things like these, it's no wonder Kelvinator sales are increasing significantly month after month after month!

Kelvinator has the plans to keep sales going up. Your Kelvinator representative will contact you soon to show you how to share in these profit-making increases. Watch for him!

**Move Up With
Kelvinator**

Division of American Motors Corporation, Detroit 32, Michigan

ELECTRICAL MERCHANDISING WEEK

